35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JUNE 5, 1961

Advertisers say they'll buy quality tv shows if bargain rates are offered 33

AFA wants government truce while it proves effectiveness of self-regulation 35

Y&R is first to buy BAR check-up service on television proof-of-performance 46

FCC invades the South for WDKD Kingstree license renewal hearing 64

COMPLETE INDEX PAGE 7

How are the McLendon Stations doing in 1961?

KILT

WYSL

KLIF

KABL

KTSA

WAKY

KEEL

HOUSTON / Now enjoying the greatest rating dominance ever known by any Houston station — Pulse, Hooper, Trendex . . . take your pick. Coming now, KOST-FM.

BUFFALO / Buffalo's *only* good music station. All along the great Niagara frontier, WYSL Music commands with overwhelming stature.

DALLAS / Now entering its ninth straight year as the great leader of Dallas radio: Hooper and Pulse tell the story. With an average of one mobile news report *per hour*, no other American radio station enjoys such complete identification with the community. And now, KROW-FM.

SAN FRANCISCO / Still and again, the first good music station in history in first place in any metropolitan market. The latest Pulse tells the astonishing story of KABL's dominance.

SAN ANTONIO / The old gray lady of Texas radio — in the air everywhere over South Texas with its 5000 watts on 550 kc. See your Hooper, pardner . . .

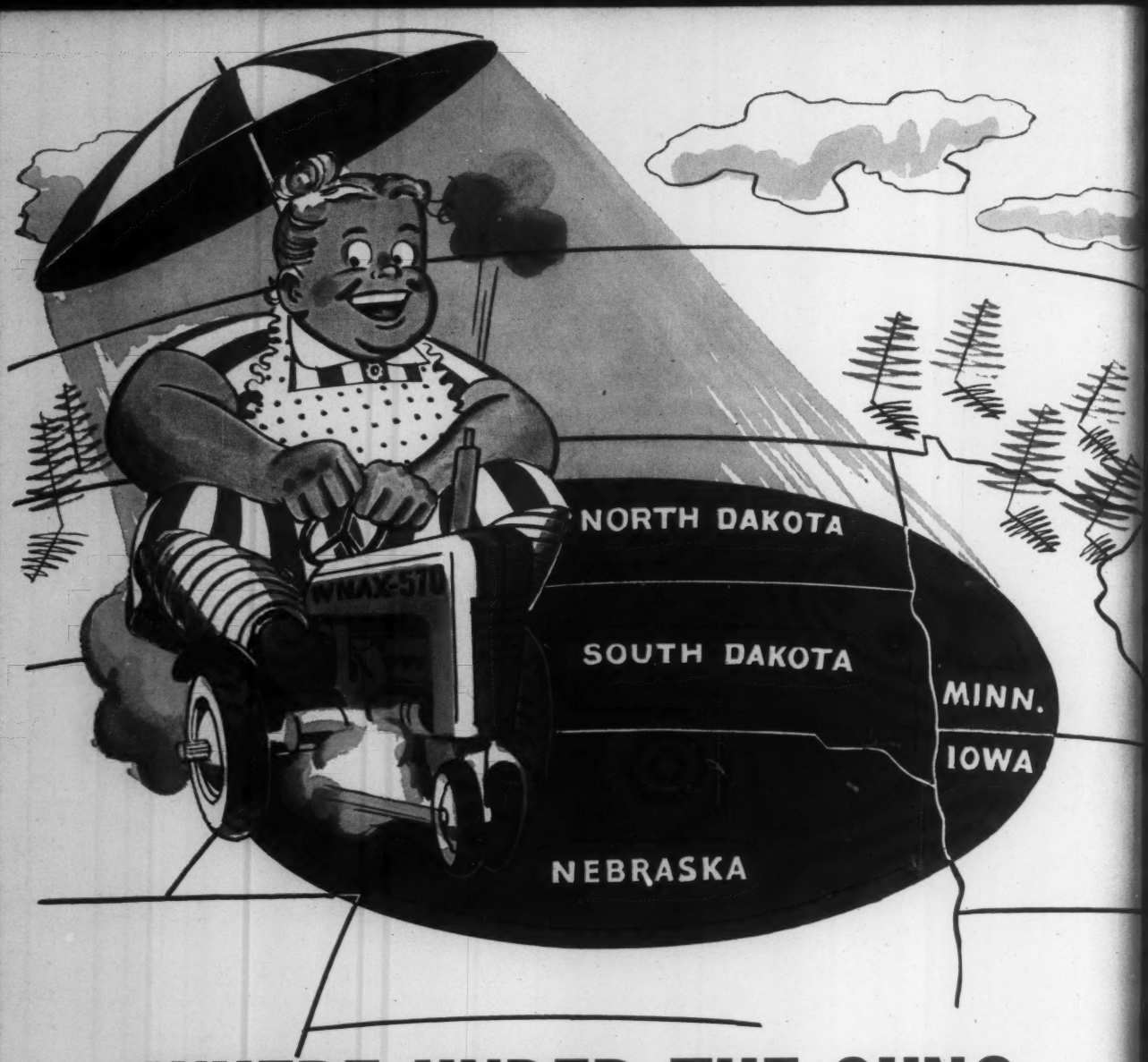
LOUISVILLE / Same story; different state. Pulse and Hooper say it better than we can. In Kentucky and Indiana, WAKY is the undisputed leader.

SHREVEPORT / Even more so — Hooper and Pulse tell an incredible story of leadership. And soon, 50,000 watts on 710 kc!!

the McLendon stations

And exclusive sales agent for:

X-TRA NEWS — OVER LOS ANGELES / The world's only all-news radio station, blanketing the Pacific Coast with 50,000 watts on 690 kc. The station that has the whole radio industry talking again!



WHERE UNDER THE SUN?

- Can you find a radio station that delivers more listeners every quarter hour than any other station in the area? (Pulse—Jan., 1961)
- Can you find a five-state coverage area embracing 175 counties in the rich agricultural area of the Upper Missouri Valley? (NCS #2)
- Can you find a loyal audience of over 2,000,000 people with over $3,000,000,-000 to spend? (1960 Survey of Buying Power)

ONLY IN BIG AGGIE LAND — AMERICA'S 40TH MARKET

WNAX-570 CBS RADIO

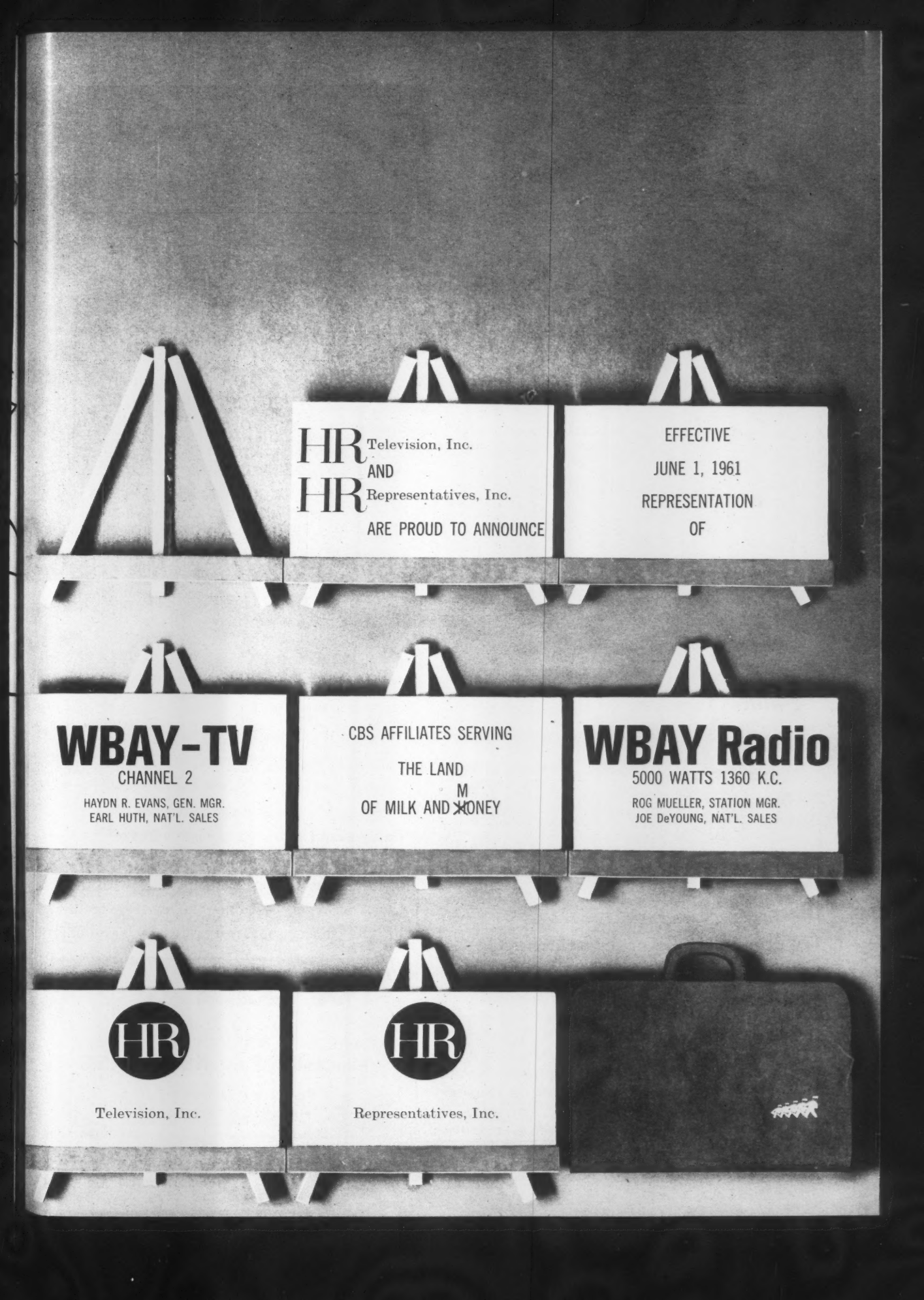
PROGRAMMING FOR ADULTS OF ALL AGES

Peoples Broadcasting Corporation

Sioux City, Iowa, Sioux Falls and Yankton, South Dakota

PEOPLES BROADCASTING CORPORATION

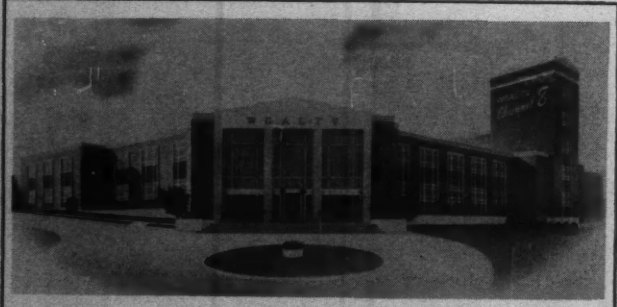
WNAX	Yankton, South Dakota
KVTV	Sioux City, Iowa
WGAR	Cleveland, Ohio
WRFD	Columbus-Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia


HR Television, Inc.
AND
HR Representatives, Inc.
ARE PROUD TO ANNOUNCE
EFFECTIVE
JUNE 1, 1961
REPRESENTATION
OF
WBAY-TV
CHANNEL 2
HAYDN R. EVANS, GEN. MGR.
EARL HUTH, NAT'L. SALES
CBS AFFILIATES SERVING
THE LAND
OF MILK AND HONEY
WBAY Radio
5000 WATTS 1360 K.C.
ROG MUELLER, STATION MGR.
JOE DeYOUNG, NAT'L. SALES
HR
Television, Inc.
HR
Representatives, Inc.

Speed and ease of performance characterize this electrostyl which types 12 characters per second. Average secretary needs only short training period to use electronic typewriter effectively. Compare this with the crude, slow manual typewriter of 1886.

Public service
in step with the times

WGAL-TV



Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

Through the years, machines have been redesigned and improved to render more efficient service to users. Similarly, WGAL-TV, alert to its responsibilities, has kept pace with the times in order to fulfill the *current* needs of the many communities it serves.

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER COMPANY, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

New commercial squeeze

Unannounced following last week's meeting of Television Code Review Board in Washington were two important code revisions it is recommending to NAB Television Board: (1) eliminate all triple-spotting at station breaks in prime time; (2) revise commercial time standards in prime time to provide for minimum of 25 min. 30 sec. of "noncommercial program material" per half-hour, leaving maximum of four minutes for spots, promotional announcements, billboards, ID's, etc. (Present limits: 3 min. for half-hour single-sponsor programs in prime time, 4 min., 15 sec. for all other time; 6 min. for all participation programs.)

Code Board met last Thursday and Friday preparatory to NAB board meetings next week (June 14-16). Changes in code provisions require ratification of Television Board; hence no announcements are made of recommendations prior to board action. Code Board was motivated by desire to increase, for public's benefit, time devoted to programming.

Mass meeting

So far it's only in talking stage, but there may soon be meeting of broadcasting leaders and FCC Chairman Newton Minow for mutual exchange of views. Some broadcasters are known to think such meeting might give Mr. Minow useful insight into their problems, and he is known to be willing to sit down to talk. If held, conference would be informal. Mr. Minow has already met individually with David Sarnoff of RCA-NBC and Leonard Goldenson of AB-PT (see story page 79), but those discussions were said to be confined to international television and space communications, now apparently No. 1 on Minow agenda.

Amen!

What are actual program preferences of clergy? While there's been no national survey covering all denominations, recent study among Lutheran ministers in Midwest reveals their preferences do not vary greatly from those of laity. Top favorites were *Perry Mason* and *Gunsmoke*. Others in order of preference: *Bonanza, Twentieth Century, Bugs Bunny, Flintstones, Closeup, Open End* and *American Heritage*. Survey was made by editors of *Lutheran Companion*, regular publication of Augusta Book Concern, Rock Island, Ill.

Clear channel KO

Final vote on clear channel breakdown (with all 24 slated for duplication) is scheduled for next Monday, June 12. FCC Chairman Minow is ready to break tie by casting his lot with fellow Democrats Bartley, Craven and Cross to open way for applications for new stations on existing I-A clears, with proviso that new service be to predominantly "white" or inadequately served areas. Commissioners Hyde, Ford and Lee favor breaking down only half of channels (those along coasts) so that interior stations can provide service to remote areas.

Since rulemaking proceedings already have been held, way would be open, once decision becomes effective, for applicants to file on any or all of existing clears. But litigation probably immediately would ensue on grounds that appropriate legal procedures had not been followed. Clear Channel Broadcasting Service, which has fought battle since 1945, is prepared to resist action on premise that remote and rural listeners would be deprived of essential and accustomed service.

No easy road

Did broadcasters win battle and lose war in defeat of administration's Reorganization Plan No. 2? Question has arisen in light of Harris Bill (HR-7333) designed to implement most of Reorganization Plan by legislative process. Harris bill, however, would not give chairman power to assign commissioners and would allow minority (three members) to rescind vote of majority — considerably watered down from original provision.

But Harris bill has long way to go. Hearings already are committed. Moreover, Chairman Pastore (D-R.I.) of Senate Commerce Communications Subcommittee, has asked FCC to submit its own reorganization plan to expedite its work and relieve commissioners of detail, with hearings to be held. Thus instead of automatic reorganization as had been proposed in administration plan, there's still tortuous legislative road ahead.

Trans-Lux subsidiary

Trans-Lux Corp. is giving advance build-up to new subsidiary to be called Television Affiliates Corp. (TAC), which, say Trans-Lux people, has access to "largest number of series and specials available from a single source." Trans-Lux, which owns movie houses, distributes for both theatrical and tv film (Trans-Lux Tv) is announcing TAC's formation today (June 5). Announced as taking part in project: Richard Borel, WBNS-TV Columbus; Jack Harris, KPRC-TV Houston; Eldon Campbell, WFBM-TV Indianapolis; Norman Louvau, KCPX-TV Salt Lake City; David Moore, Transcontinent Television, and A. Louis Read, WDSU-TV New Orleans.

Phoney stuff

New Frontier at FCC is going to extremes in effort to prevent unauthorized disclosure of information. Latest device is listing of phoney agenda items with limited distribution inside FCC. Such false items may, for example, state that chairman has called special meeting on given date on given subject—while, in fact, no such meeting is planned.

Announcements later are quietly recalled.

One such fake meeting appeared in CLOSED CIRCUIT *May 15—an alleged meeting called for May 19 on educational tv. Chairman Minow feels FCC has "a very serious leak problem" and* BROADCASTING'S *question about new policy "just goes to show you what the problem is."*

Failed to show

First major effort of united advertising-media industry to halt deluge of criticism and to obtain moratorium on new laws and regulations, taken last week by Advertising Federation of America, raised one question that worried AFA officials: Where was NAB? Washington meeting was held within short cab ride of NAB headquarters but AFA said its invitation to association failed to produce formal participation in important meeting.

Fat budget

Advertising is keeping pace with startling sales growth of this weight-control product: Metrecal, manufactured by Edward Dalton Co. Div. of Mead Johnson & Co., Evansville, Ind., is understood to be allocating about $7.5 million in advertising. Push on Metrecal began one year ago with expenditure of $300,000 and budget steadily has built up to $7.5 million. Approximately $3.7 million now is in television.

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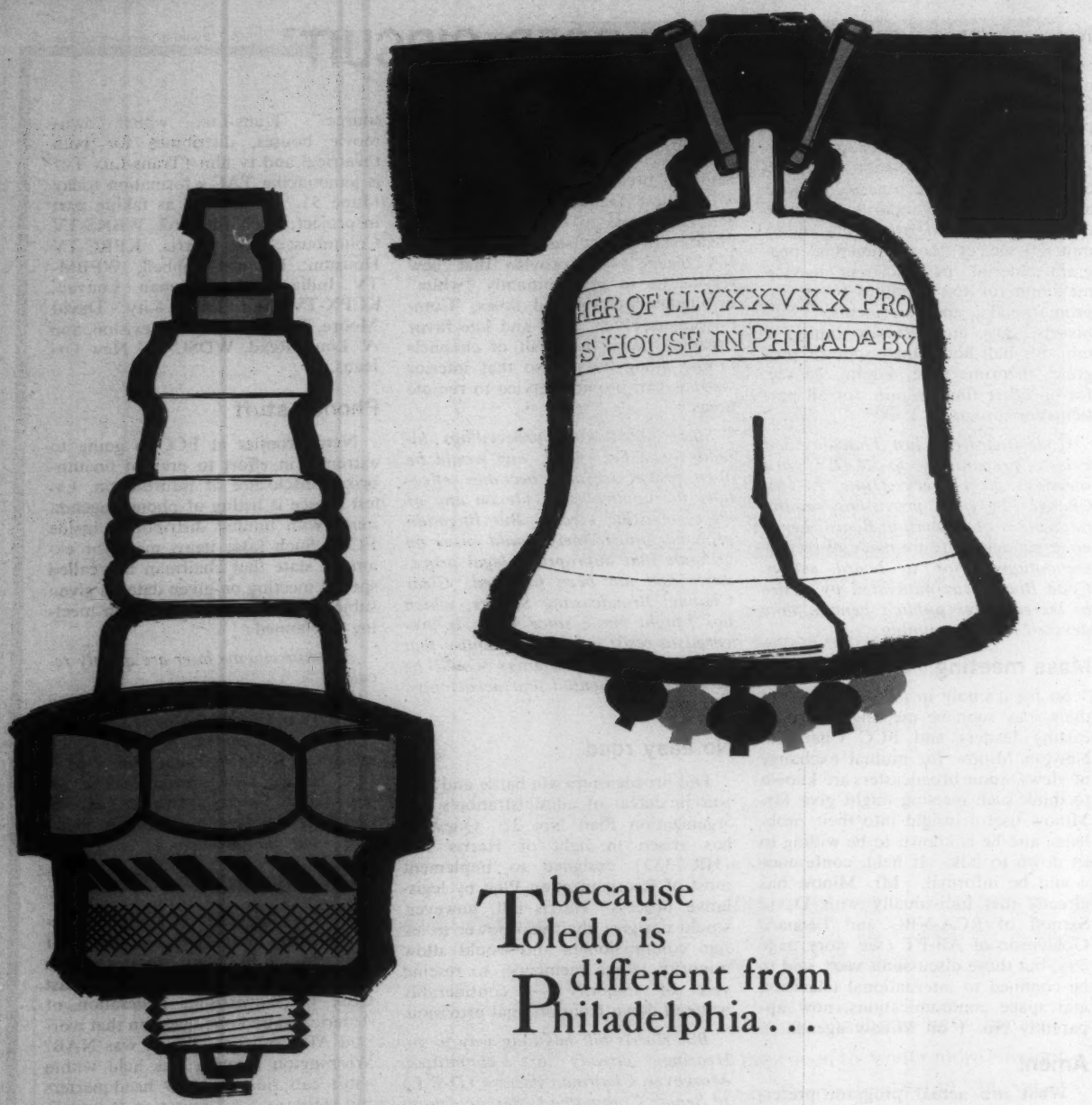

because Toledo is different from Philadelphia . . .

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of the community . . . making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located*. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

**WSPD-Radio and WSPD-TV dominate in Toledo. WIBG rates number 1 in all Philadelphia surveys.*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

Where's the money coming from, broadcasters and advertisers keep asking when the demand is made for better programming. One way is to make quality programs available at bargain cost-per-1,000 rates. See . . .

QUALITY SHOWS, LOW RATES? . . . 33

Stack your guns for a while, gents, and let's have a moratorium on adoption of advertising controls. This is what Advertising Federation of America wants while its self-regulatory structure is strengthened. See . . .

AFA CALLS FOR CEASE FIRE . . . 35

A big wheel on Madison Avenue, Young & Rubicam, has instigated a checkup service to meet need for proof-of-performance in tv. The monitoring will be done by Broadcast Advertisers Reports, New York. See . . .

Y&R BUYS NEW TV AUDIT . . . 46

Been down to Kingstree lately? This little town in South Carolina is jumping with hot shots from Washington as FCC holds an on-the-scene hearing to decide if WDKD's license should be renewed. See . . .

FEDS TAKE OVER KINGSTREE . . . 64

The feds also invaded little Bloomfield, N. M., where FCC Examiner Irion found himself presiding with an old movie prop as a bench. He's satisfied field hearings raise public's estimate of the commission. See . . .

CALICO COTTONED TO INVADERS . . . 66

How to get rich in radio. Radio, mind you, not television. Settle down to a cozy visit with WPAT Paterson, N. J., bought a decade ago for $300,000 and sold for $5 million. All this is one easy lesson. See . . .

WRIGHT STAMP FOR WPAT . . . 54

Wider public ownership of major broadcast properties is developing as their stock goes on the market. Taft Broadcasting Co. and Transcontinent have filed offerings at Securities & Exchange Commission. See . . .

PUBLIC STOCK OFFERS . . . 52

Last week a new broadcasting medium was born—fm stereo via the piggy-backing channels of multiplexing. June 1 was the kickoff day set for stereo. Who's on first? WGFM Schenectady, N. Y., claims honor. See . . .

MULTIPLEX STEREO BEGINS . . . 58

Plans to overhaul the FCC are a dime-a-gross on Capitol Hill but they're getting roughed up on all sides. Even one offered by Chairman Oren Harris, replacing a White House plan, is meeting trouble. See . . .

FCC BILL FACES OBSTACLES . . . 72

They clapped hands last winter at NAB's board meeting as the new president, LeRoy Collins, cussed out tv programs and rating services and then called for an overhaul. Next week: his second board meeting. See . . .

COLLINS REVAMPING PLANS . . . 56

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN THE SADDLER'S CRAFT IS REPRESENTED BY THE WORLD FAMOUS SMITH WORTHINGTON FORWARD SEAT SADDLE. CUSTOM MADE IN HARTFORD, CONNECTICUT. A HARTFORD FIRM SINCE 1794. THE SMITH WORTHINGTON SADDLERY COMPANY IS THE OLDEST ORGANIZATION OF ITS KIND IN THE NATION.

QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC TELEVISION AND RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

WTIC-TV 3 CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts NBC Affiliate

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

Cleric got warnings, WDKD hearing told

Local minister told Friday FCC hearing on license renewal of WDKD Kingstree, S. C., he was warned not to testify against station (early story, page 64). Under FCC attorney's questioning, he said two Kingstree bank presidents who are officials in his church told him he would "hurt" himself, his community and his church by testifying.

Both bank presidents testified Thursday on behalf of licensee E. G. Robinson Jr. They admitted going to Charleston, S. C., to talk to John Rivers (WCSC-TV president) to make sure prospective witness, formerly announcer with WDKD, "would tell the truth."

Another minister said he had talked to Mr. Robinson about indecent nature of Charlie Walker show and that town ministerial association discussed show. "But we decided there was nothing we could do about it." Both ministers praised the station's civic, charitable and religious activities.

Jekyll-Hyde ▪ Former fellow announcer said Mr. Walker received extraordinary mail, often performed at charitable functions without pay, but persisted in crude language on air. James Roper, operations manager and chief engineer of WJOT Lake City, S. C., said he taped portions of Walker show to send to FCC. Excerpts of tapes were introduced by FCC counsel.

T. Doug Youngblood, general manager of WFIG Sumter, S.C., and executive secretary-treasurer of South Carolina Broadcasters Assn., said Mr. Walker's show was marked with indecencies each time he heard it.

All FCC witnesses testified under subpoena. More than 40 people attended Friday session.

House group recommends $12.4 million for FCC

House Appropriations Committee Friday recommended $12.4 million budget for FCC during fiscal 1962. Total is $125,000 less than agency requested but $611,000 more than Congress granted for current fiscal year, exclusive of special $2 million uhf-study appropriation. Committee said proposed appropriation would add "about 50" employes and directed that 20 of these go to Broadcast Bureau and 10 to Rules and Standards Division. House unit urged commission to add three hearing examiners and to use all "power and authority it presently has" to delegate authority in all-out attack on case backlog.

Committee also recommended $10 million appropriation for Federal Trade Commission, or $1.99 million increase over funds voted agency for fiscal 1961. FTC had requested $10.69 million.

Increase will permit hiring of 230 new employes, including 10 hearing examiners and five clerks requested by FTC to help reduce backlog. Committee said it intends that "at least 66" new employes be used in compliance work.

Omnibus money bill, which includes funds for both agencies, will be taken up by House Wednesday.

Double duty

ABC news correspondent George Bailey was scheduled to serve in twin capacities over weekend. Chosen as pool commentator covering Khrushchev-Kennedy meeting in Vienna, Mr. Bailey, who is fluent in seven languages, will also provide running simultaneous interpretation of Soviet premier's remarks.

Screen Gems' 'Shannon' offered for syndication

Screen Gems, Inc., New York, is adding to scant amount of prime-time, first-run syndication films by offering its *Shannon* half-hour tv series to stations. SG's decision on *Shannon* raises number of first-run series available for fall season to five.

Robert Seidelman, SG vice president in charge of syndication, reported Friday (June 2) that *Shannon* has been sold to Bunker Hill Food Products, Bedford, Va., for alternate week sponsorship in 12 southern markets and by Miles of California, Los Angeles, for sponsorship in San Francisco, Los Angeles, Sacramento, Seattle, Spokane and Portland. Mr. Seidelman added that if sales on *Shannon* continue, SG will offer its second new series (not identified) for syndication within few weeks. Dearth of first-run syndicated programs was outlined in recent BROADCASTING survey (May 8).

Dempsey, Tunney blame tv for boxing decline

Ex-heavyweight champions Jack Dempsey and Gene Tunney ganged up on television Friday, saying policies of those employing medium are hurting professional boxing.

They appeared before Senate subcommittee hearing bill to establish federal controls over boxing (see story page 75).

Mr. Dempsey said televising of bouts has killed off small fight clubs. He said television should be restricted to championship bouts.

He also recommended that portion of boxing's tv receipts be used to subsidize small clubs and help support pension plan for destitute fighters.

Mr. Tunney attacked closed-circuit televising of choicest boxing attractions.

He said monopoly in boxing developed with radio-tv coverage of bouts, and predicted underworld would eventually control closed-circuit tv.

Abe J. Greene, National Boxing Commissioner, said exploitation of fighters in televised bouts is factor in decline of boxing.

He said television caused revolution in economics of sport, with gate receipts relatively unimportant compared with fat tv fees.

'Contemporary' outlets plan no NAB breakaway

"This is not a rump movement," declared Robert M. Purcell, Crowell-Collier broadcast chief, in Washington Friday following 1½-day session of dozen major market "contemporary" radio station representatives.

"We're all members of NAB and we have no intention or desire to break away," Mr. Purcell continued. He said meetings were outgrowth of discussions that took place during NAB convention last month (CLOSED CIRCUIT, May 15) and concern mutual problems of "contemporary" stations. Beyond that neither Mr. Purcell nor others who met all day Thursday and Friday morning would comment.

Prime topic, it is believed, concerned "image" of so-called new blood in broadcasting; many feel their position is not projected properly in NAB nor understood correctly by FCC.

Meeting recessed without formal organization, but further discussions are expected. Among dozen broadcasters at meeting: Mark Evans, Metropolitan; Stephen B. Labunski, WMCA New York; Ben Strouse, WWDC Washington; Marcus Cohn, Washington attorney for McLendon stations. Robert K. Richards, public relations counsel (who is assisting Gov. LeRoy Collins in reorganization plans at NAB) attended some sessions.

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Tower

Charles H. Tower, NAB tv vp, joins Corinthian Broadcasting Corp., New York, July 1 as administrative vp. Mr. Tower joined NAB in 1949, becoming assistant to vp for employer-employe relations in 1953, manager of department in 1955, and tv vp in May 1960. He replaces **Johnston F. Northrop,** who resigned June 1 to join Electric Bond & Share Development Corp., New York, as vp-director. Earlier Mr. Tower had had been with RCA's home office in Camden and had been field examiner with National Labor Relations Board. Mr. Tower is second top NAB official to resign since LeRoy Collins became president in January. A. Prose Walker, engineering manager, resigned in May to join Collins Radio Co., Cedar Rapids, Iowa.

Edward F. Lorentz, Commercial Radio Equipment Co., elected president of Assn. of Federal Communications Consulting Engineers at May 27 meeting held at Nags Head, N. C., succeeding **Robert M. Silliman.** Silliman, Moffett & Rohrer. Others elected: **David L. Steel Sr.,** Page, Creutz, Steel & Waldschmidt, vp; **Jules Cohen,** heading own firm, secretary; **Carl T. Jones,** Gautney & Jones, treasurer.

Mr. Lawrence

William H. Lawrence, former national correspondent and White House correspondent for *The New York Times,* appointed ABC News political editor and member of ABC News Washington bureau. James C. Hagerty, ABC vp in charge of news, special events and public affairs, who announced appointment May 29, left next day with Mr. Lawrence to join news team in Paris and to cover President Kennedy's meetings in Europe. Mr. Lawrence started newspaper career on *Lincoln* (Neb.) *Star* in 1932. From 1935 to 1941, when he joined Washington bureau of *New York Times,* he held various posts with United Press. For ABC News, he will cover White House and political activities in U.S. and abroad.

For other personnel changes of the week see FATES & FORTUNES

Shell back?

Shell Oil may be going back in tv next season, but it's not sure. Extent of company's network participation, if any, is still up in air, with outcome evolving into Madison Avenue's most intense guessing game. On-again, off-again renewal of Shell's regional sponsorship of N. Y. Giants professional football games on CBS-TV is now definitely off, with Ogilvy, Benson & Mather, agency handling firm's consumer billings, defending its print-only policy by vetoing deal after reportedly leaving impression of agreeing to it verbally. Still in process of highly sensitive negotiations is sponsorship of 11-13 hour-long *International Golf* shows on CBS-TV. Seemingly assured of renewal this fall is another CBS-TV series, *Young People's Concerts,* consisting of four hour-long programs. Last two named series would be institutional buys through Kenyon & Eckhardt.

Ch. 25 grant affirmed for S. C. applicant

FCC announced Friday (June 2) that April 12 initial decision favoring First Carolina Corp. for new tv station on ch. 25 in Columbia, S.C., became effective June 1. First Carolina, only applicant for channel, is headed by Henry F. Sherrill, Columbia attorney.

Commission also stayed effective date of initial decision which would have granted ch. 6 New Bedford, Mass., to E. Anthony & Sons Inc., representing a merger of three competing applicants. FCC said it wishes to review further proceedings in staying grant. Rulemaking currently is pending to add additional vhf channel to Providence, R.I., including proposals to shift ch. 6 there.

KXYZ, WAMV sales approved

FCC approved two major station ownership changes, among others, in actions announced Friday:

▪ KXYZ-AM-FM Houston, Texas: Sold by estate of late Kenyon Brown and associates to Lester, Max and Morris Kamin for $1 million. Kamins are principal owners of KAKC Tulsa and KBKC Mission (Kan.). Chairman Minow and Commissioner Lee dissented.

▪ WAMV-AM-FM East St. Louis, Ill.: Sold by Louis Strick and group to L. R. Pincus, Simpson R. Walker Jr. and others for $350,000, including agreement not to compete in area. Messrs. Pincus and Walker control WOBS Jacksonville, Fla.

FCC sets program forms meet

FCC will hold special meeting week from today (June 12) to consider staff revisions to proposed program reporting forms as issued several months ago for rulemaking. Questions were revised following conferences with industry and leading professors (BROADCASTING, May 22). Also to be considered at same time will be new deadline for comments on the program forms.

GOP, networks agree on shows

Republican Party will get some of same kind of television treatment from networks that President Kennedy has received since inauguration. Outgoing GOP Chairman Thruston Morton told national committee Friday NBC will do two shows and CBS one on Republicans. Each will be one hour.

Party spokesman said networks agreed to do shows after party leaders expressed their concern over "disproportionate share of Democratic propaganda" networks were carrying.

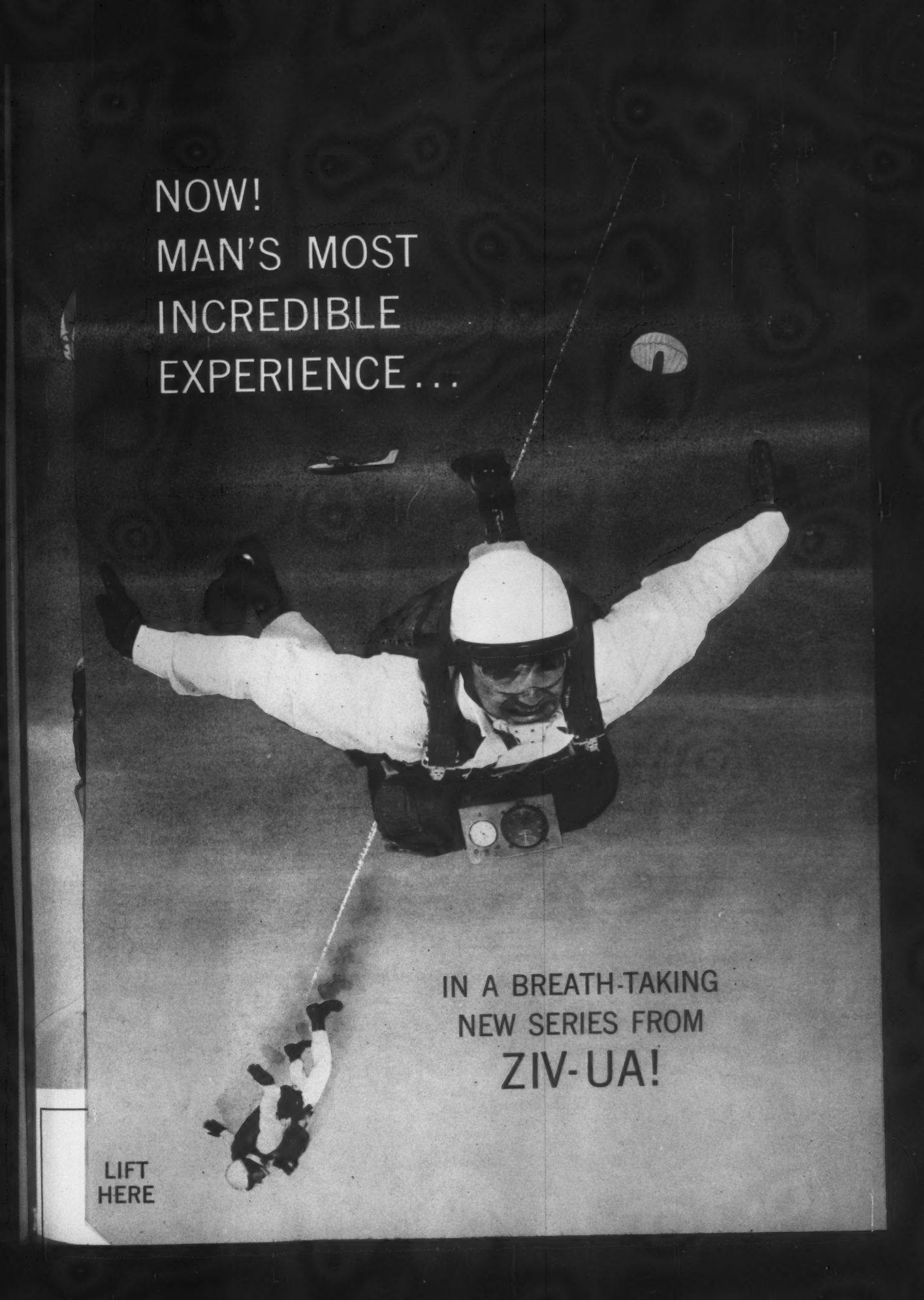
California to protect radio-tv news sources

Right to keep news sources confidential, long enjoyed by California newspapermen, is extended to radio and tv reporters and commentators by amendment to state code signed into law Thursday (June 1) by Gov. Edmund G. Brown.

Inclusion of commentators as well as reporters in amendment represents hard-won victory for Southern California Radio & Tv News Club and its president, John Thompson, NBC western division news head, who led campaign to win right over legislators determined to limit protection to hard newscasts.

Y&R discusses Tokyo alliance

Young & Rubicam, New York, reported last Friday (June 2) that its officials have been discussing with executives of Dentsu Adv., Tokyo, establishment of "a friendly and informal relationship." Y&R statement was issued in connection with reports that two agencies were planning affiliation, but Sigurd S. Larmon, Y&R board chairman, said talks have explored ways in which companies would represent one another "on non-competitive product" situations.


NOW!
MAN'S MOST
INCREDIBLE
EXPERIENCE...
IN A BREATH-TAKING
NEW SERIES FROM
ZIV-UA!
LIFT
HERE

ZIV-UA's
sensational
new series...

AIR

DRAMATIC STORIES OF
MEN WHO PLUNGE THOUSANDS OF FEET IN FREE FALL TO LAND "ON TARGET" ANYWHERE . . . READY FOR ACTION!

STARRING
LARRY PENNELL
as Ted McKeever
WITH
KEN CURTIS
as Jim Buckley

Breath-taking stories
of man's most
incredible experience...
Human flight WITHOUT WINGS!

RIPCORD

ZOOMING OUT OF THE SKIES...
A new breed of heroes who go where no one else dares go . . . help when no one else can help!

FOR US, THE SKY ISN'T THE LIMIT, IT'S ONLY THE BEGINNING.

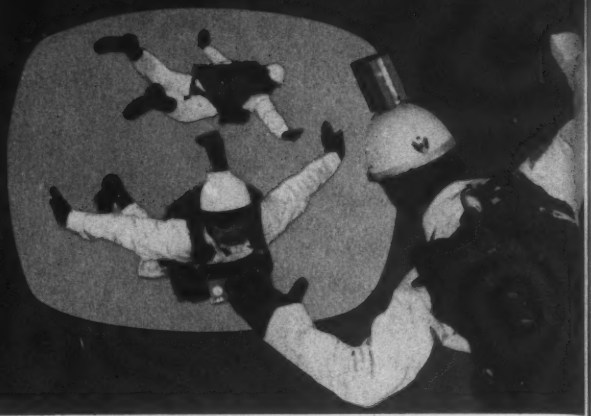
Meet the pioneers along a new frontier . . . adventurers in today's most modern of businesses, parachutists for hire! "RIPCORD" is their story. On missions of rescue and survival, law enforcement and dedicated service. Yours to sponsor . . . thrills never before in a TV series.

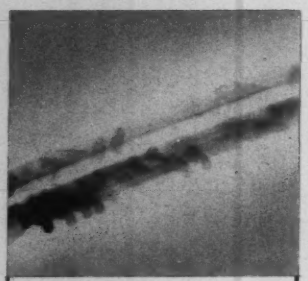
United Artists

ZIV

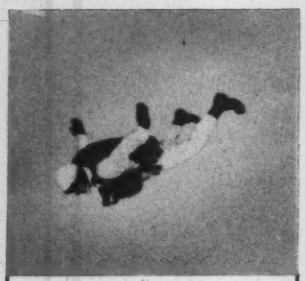
HERE'S HOW "RIPCORD'S" AMAZING SKYDIVING SEQUENCES WERE FILMED!

When skydivers jump, they plummet thru space at nearly 200 feet every second! Dropping at the same rate of speed as McKeever and Buckley, our photographer captures in sharp detail the apparently effortless grace with which "RIPCORD'S" heroes carry out intricate maneuvers in space.

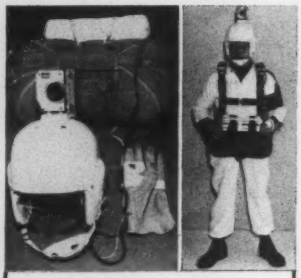




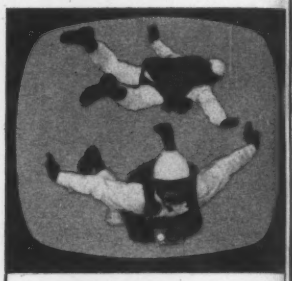
This is what you'd see if ordinary cameras in fixed positions were used. They can't capture clearly on film objects moving past at 130 miles an hour!



But in "RIPCORD," this is the kind of clear action close-up you'll see. Hollywood said it was impossible to show skydivers in action — but "RIPCORD'S" producers whipped the problem.



Special equipment was developed. A camera was mounted atop a jump helmet . . . connected by cable to an on-off switch fastened to the cameraman's glove . . . aimed thru crosshairs etched on a goggle lens.



This is the picture your TV screen will show—bright, sharp, in focus—because it was taken by a cameraman falling through space at the same rate of speed as the daring heroes of "RIPCORD!"

RIPCORD

United Artists

ZIV

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

JUNE

June 5-16 — International Communications Workshop, sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—American Marketing Assn., New York chapter, marketing workshop: Management use of marketing research companies. Lever House auditorium, New York, 4 p.m.

June 8-9—North Carolina Assn of Broadcasters, convention. Durham. Speakers include Clair McCollough, chairman NAB joint boards; J. Leonard Reinsch, radio-tv advisor to President Kennedy and Sol Taishoff, editor and publisher of BROADCASTING.

June 8-9 — Assn. of National Advertisers workshop on planning and controlling profitable advertising, Westchester Country Club, Rye, N. Y. Speakers at members-only session Thursday: Robert E. Kahl, executive vice president, Borden Foods Co., on profit-loss approach to advertising; Michael Schiff, Ph.D., professor of accounting, New York U., on cost allocations; George Wilson, manager, merchandising and advertising, Johnson & Johnson, and Lionel Brown, advertising manager of Knomark Inc., panelists in discussion of budgeting; William Mueller, partner in Arthur Andersen & Co. accounting firm, on auditing agency work. Friday speakers: Joseph F. Anderson, advertising manager, Dictaphone Corp., on planning and controlling; Bruce Werrt, assistant advertising manager, Goodyear Tire & Rubber Co., on media department organization; James J. McCaffrey, senior vice president of Ogilvy, Benson & Mather, on getting increased mileage from the media budget; Robert Bergmann, president, Filmex Inc., on controlling the cost of tv commercials, and a panel on "how the advertiser and agency can work together for profit-oriented advertising." Ray Wilson, supervisor of advertising services, Shell Oil Co., is program committee chairman.

June 8-9—UPI Editors & Publishers, annual conference. Statler-Hilton Hotel, Washington. Speakers include President John F. Kennedy, Vice President Lyndon B. Johnson, Attorney General Robert F. Kennedy and Sen. Barry Goldwater (R-Ariz.).

June 8-10—Western Assn. of Broadcasters, annual meeting. Banff Springs Hotel, Canada. Speakers include Don Jamieson, president Canadian Assn. of Broadcasters.

June 8-10—Marketing Executives Club of New York, annual seminar, Pocono Manor, Pa.

June 9-10 — Conference on Government-Business Relations in Marketing. American U., Washington, D. C.

June 10—Florida UPI Broadcasters Assn. annual meeting. Pensacola.

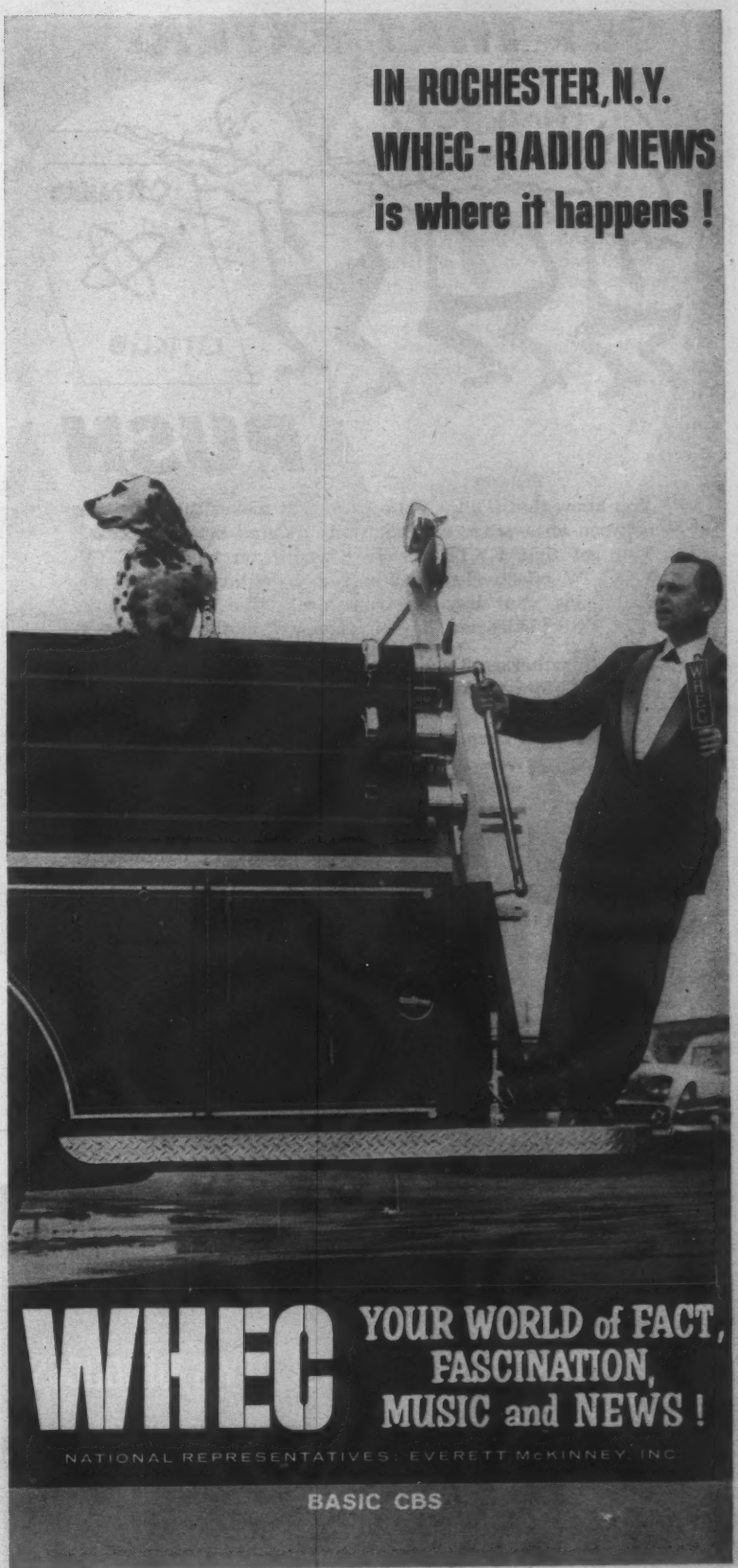
June 11-14—Assn. of Industrial Advertisers annual conference. Statler-Hilton Hotel, Boston.

June 11-23—AFA's third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

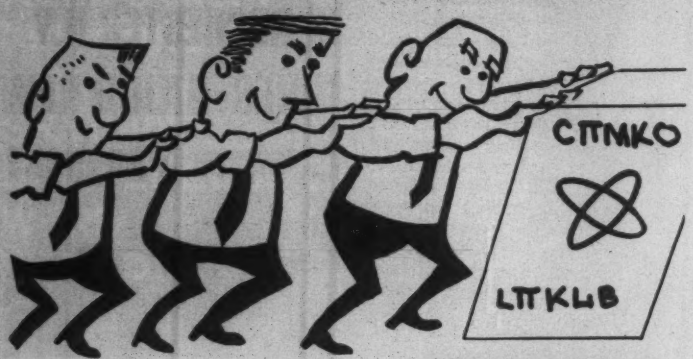
•**June 12—Hollywood Advertising Club,** 12 noon, at Hollywood Roosevelt Hotel. James T. Quirk, publisher, *Tv Guide,* will speak on "Can television satisfy its critics." New officers, headed by incoming President George Allen, will be installed.

•**June 12—Deadline** for comments on **FCC** proposal to reserve a vhf channel in New York and Los Angeles for educational use.

June 12—Deadline for comments on **FCC**



GET THAT EXTRA



PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC
PRESIDENT Col. R. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pat Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

PETERS, GRIFFIN, WOODWARD, INC
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

To the National Advertiser, WOC-TV offers the greatest amount of local programming— over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

United Press International news produces!

proposed rulemaking to curb "hidden plugs" and "payola."

June 12-13—Third National IRE Symposium on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker. Main program sessions will be chaired by E. W. Allen, FCC chief engineer; Stuart L. Bailey, Jansky & Bailey; H. Dinger, Naval Research Lab., and Dr. R. Showers, U. of Pennsylvania. Henry Randall, Office of Research & Engineering, Dept. of Defense, will preside at a special session on the government's electromagnetic compatibility program. There will also be a series of tutorial sessions. Sheraton-Park Hotel, Washington, D. C.

June 12-15—World Conference on Missionary Radio. Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

*June 13—Television Film Assn., monthly meeting. Masquers Club, Hollywood, 8 p.m. Peck Prior, Campbell-Ewald tv commercial producer, will discuss factors used in determining whether a commercial should be done live, on film or on tape.

*June 14—Dinner honoring Don Belding, retired founder-partner of Foote, Cone & Belding, for his many services to his city, state and country, at the Beverly Hilton Hotel, Beverly Hills, Calif., Sponsored by the L. A. Chapter, Assn. of the United States Army. Speakers include: Elvis J. Stahr Jr., secretary of the Army; Freedom Foundations honorary President Herbert Hoover Jr., Admiral Arthur W. Radford; Edward C. Von Tress, senior vp of Curtis Publishing Co., on behalf of The Advertising Council; Lt. Gen. Walter L. Weible; Sheriff Peter Pitchess, on behalf of the Arthritis & Rheumatism Foundation. Offices of the Governor of California, the Mayor of Los Angeles, The L. A. County Board of Supervisors and the L. A. Chamber of Commerce will also pay tribute to Mr. Belding.

June 14-15—Institute of Radio Engineers, conference. Hotel Sheraton, Philadelphia.

*June 14-16—Florida Assn. of Broadcasters, annual convention. Seville Hotel, Miami Beach. Speakers include Eldon Campbell, general manager WFBM-AM-TV Indianapolis; Harold Cowgill, former chief of FCC Broadcast Bureau on "License Renewals" and FCC Commissioner Robert T. Bartley.

June 14-16—Virginia Assn. of Broadcasters, annual meeting. Hotel Roanoke, Roanoke.

June 15—Deadline for radio-tv entries to 1961 "Oscars in Agriculture" awards sponsored by DeKalb Agricultural Assn. Inc., DeKalb, Ill. Address: Room 3500, 35 E. Wacker Drive, Chicago 1.

June 19-20 — Institute of Radio Engineers, conference on broadcast and television receivers. O'Hare Inn, Chicago.

June 19-21 — American Marketing Assn., national conference. Ambassador Hotel, Los Angeles.

June 19-22—Wayne State U./Radio Corp. of America, invitational television conference. University City, Detroit.

June 19-23—National Community Television Assn., convention. Jack Tar Hotel, San Francisco.

June 20-22 — Catholic Broadcasters Assn. annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

June 22-24 — Mutual Advertising Agency Network, creative seminar. Palmer House, Chicago.

June 23-24—Colorado Broadcasters Assn., annual convention. La Court Hotel, Grand Junction.

TvB Sales Clinics

June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

I'LL SAY THIS...

"To us, consistency is most important . . . and we have consistently placed a part of our budget with one or more of the WLW Stations for the past several years. We have received full value in return, in terms of audience, service, and better-than-average cooperation in promotion and merchandising."

Paul W. Young

Advertising Manager

Southwestern
Ohio Blue Cross

Cincinnati,
Ohio

YOU CAN QUOTE ME...

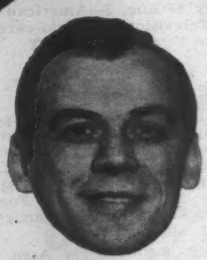
"We are always confident that when we recommend the Crosley Stations, our clients will benefit from the traditional Crosley service that goes considerably above and beyond the call of media duty—from programs to promotions, behind-the-scenes to on-the-air."

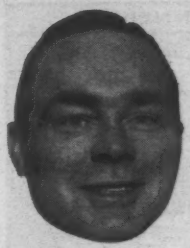
John T. Nolan Jr.

President

Keelor & Stites,
Cincinnati,

Agency for
Southwestern
Ohio
Blue Cross

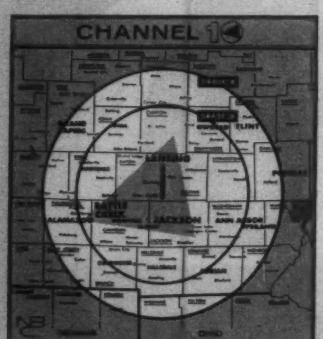




ONE SHOT TAKES ALL THREE

LANSING
JACKSON
BATTLE CREEK

A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION

WILX NBC TV 10

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U.S. Patent Office

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June 23-24—**Maryland-D. C. Broadcasters' Assn.,** summer meeting. Ocean City, Md.

June 25-29 — **National Advertising Agency Network,** annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—**American Academy of Advertising,** annual convention. U. of Washington, Seattle.

June 25-29—**Advertising Assn. of the West,** annual convention. Olympic Hotel, Seattle.

*June 25-30 — **First Advertising Agency Group,** annual conference. Theme: "The Agency of Tomorrow." King's Inn, San Diego, Calif.

*June 26-27—**Washington State Assn. of Broadcasters,** spring conference. Olympia Hotel, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

JULY

July 1—**Chicago Publicity Club,** 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

July 1—**UPI Broadcasters of Pennsylvania,** annual meeting. Penn-Harris Hotel, Harrisburg.

July 10 — **Wisconsin Broadcasters Assn.** Plankington Hotel, Milwaukee.

July 10-12—**National Assn. of Television & Radio Farm Directors convention,** Shoreham Hotel. Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

*July 16-18—**South Carolina Assn. of Broadcasters,** summer convention. Ocean Forest Myrtle Beach.

*July 24—Deadline for submission on briefs to the **FCC** in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

*Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant, and others.

*Aug. 6-8—**Georgia Assn. of Broadcasters,** annual summer convention. King & Prince Hotel, St. Simon's Island, Ga.

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

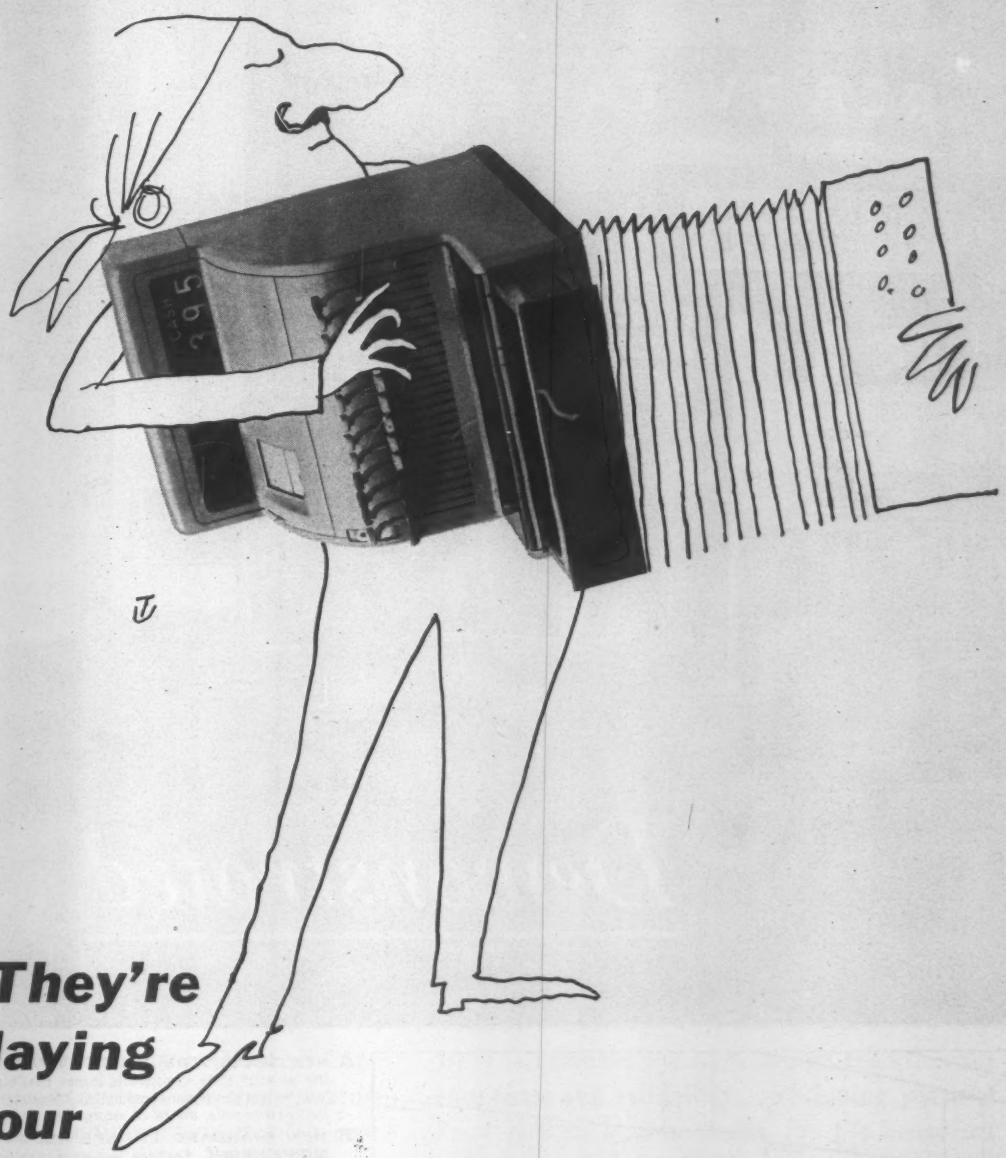
SEPTEMBER

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise.** annual convention. Seaway Hotel, Toronto, Ont.

Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

*Sept. 24-26—**Louisiana Assn. of Broadcasters,** annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 27-30—**Radio Television News Directors Assn.,** annual convention. Statler Hilton Hotel, Washington, D. C.



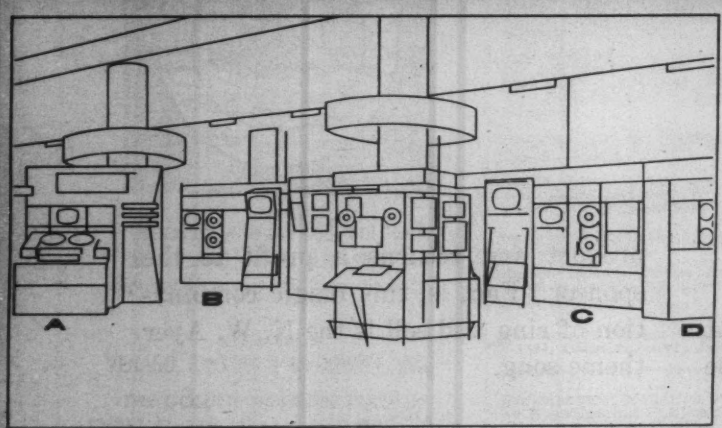
They're playing our song!

"Good commercial, but it doesn't *sing!*" Ever heard that one before?

In our book, the only commercial that really sings is the one that sells the product and returns a profit to the sponsor. Fact is, this magic combination of sing and sell is the N. W. Ayer theme song.

The commercial is the payoff.... **N. W. Ayer & Son, Inc.**

Demonstrated...TV



A NEW TRANSISTOR DESIGN TV TAPE RECORDER, TR-22 Use of solid state components makes possible significant savings in size, weight and power consumption. Completely self-contained in compact new console, the TR-22 incorporates the most advanced concepts.

B NEW STANDARD TV TAPE RECORDER, TRT-1B, FOR MONOCHROME. Features include a significant increase in signal-to-noise ratio, freedom from tape dropouts through better limiting, transistor processing amplifier for sharper, crisper pictures, air bearing headwheel for top performance.

C NEW STANDARD TV TAPE RECORDER, TRT-1B, FOR COLOR Offers the same advantages as for monochrome plus unique RCA color features. Multiple monitoring checks for the very best picture. Precision headwheel interchangeability for color makes it possible to play back tape on any machine.

D NEW SLANT-TRACK CLOSED CIRCUIT RECORDER, MR-700 Using a different principle from the others, this recorder records information on a slant angle across the tape. Only two recording heads are used. Tape speed is cut in half—thereby only using half as much tape to record.

E NEW COMPATIBLE CLOSED CIRCUIT RECORDER, TR-11 (not shown). Designed specifically for economical monochrome operation, closed circuit users. Features simplified electronics. Makes tapes which are compatible with those made on professional models.

Tape Systems Capability

...ACROSS THE BOARD!

Broadcasters who visited RCA at the NAB Convention had an opportunity to see this growing family of TV Tape equipment on display *and operating*. Included were systems for broadcast use—the new Transistor Design Console Model, the new Standard Models for Color and Monochrome. And for Closed Circuit, the new Slant-Track Recorder; also the new Pix-Lock equipment—evidence of RCA's ability to meet all TV Tape needs.

RCA's line of TV Recorders is backed by more than 30 years of broadcast design experience. Here is reflected the RCA design tradition for excellence and reliability... combining years of know-how in system design for the broadcast industry with new developments in space age technology.

For further facts on any or all of these different types of RCA TV Tape Recorders, as well as delivery information, see your RCA Representative. Or write to RCA Broadcast and Television Equipment, Dept. W-22, Building 15-5, Camden, New Jersey.

RCA

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

WWTV-AREA HAS MORE PEOPLE THAN WYOMING-VERMONT COMBINED!

WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

More people — *and more television homes* — are within "sight" of WWTV, Cadillac - Traverse City than you'll find in the states of Wyoming and Vermont combined*!

Only WWTV gives you *complete* coverage of this big, important slice of Michigan. WWTV has NCS No. 3 circulation, both daytime and nighttime, in 36 Northern Lower Michigan counties. You need *at least* 12 daily newspapers or 18 local radio stations to approach WWTV's broad coverage.

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Combined population of Vermont and Wyoming is 716,200. WWTV-area population is 723,500.*

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan
Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

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☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**
company name
address
city *zone* *state*
Send to home address——

*Occupation Required

OCTOBER

Oct. 3-4—Advertising Research Foundation conference, Hotel Commodore, New York City.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S. National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—National Electronics Conference, International Amphitheatre, Chicago.

Oct. 10-13—Audio Engineering Society, annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 23-26—National Assn. of Educational Broadcasters convention. Willard Hotel, Washington, D. C.

Oct. 25-28—Sigma Delta Chi, 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

***Oct. 30-31—IRE,** Radio Fall Meeting. Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

***Nov. 4-11—The Academy of Television Arts & Sciences,** First International Assembly. New York City. U.S. Ambassador to the United Nations, Adlai Stevenson will make opening address.

Nov. 5-8—Broadcasters Promotion Assn., annual convention. Waldorf-Astoria Hotel, New York City.

***Nov. 14-16—IRE,** Mid-America Electronics Conference, Kansas City, Mo.

BOOK NOTES

"Broadcasting & Government, Responsibilities and Regulations," by Walter B. Emery; Michigan State U. Press, East Lansing, Mich.; 313 pages plus appendices; $7.50.

Walter B. Emery, a professor in the tv and radio department of Michigan State U., has been a student of broadcasting and government for 25 years. He's a onetime FCC lawyer and protege of former Commissioner Paul A. Walker. In this book he has collected a legal-eye view of the FCC and its varying approaches to broadcasting. As a history of FCC actions and policies and Congressional legislation over the past 30-odd years, the study is complete and, in some areas, trenchant.

Although the book is more an exposition than a polemic, Prof. Emery does make a few findings. One is that the FCC's notorious inability to decide important policy questions (clear channel case, vhf-uhf problem, etc.) stems mainly from Congressional pressures. Another is a call for statutory clarification of the commission's authority over programming. "Congress ought to eliminate the confusion by legislation to the extent constitutionally possible. There ought not to be a continuing debate over what the commission's authority is," Prof Emery remarks. He also feels that there should be a system of service charges and license fees for those doing business before the FCC. This would go far, he says, in making regulation self-sustaining.

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/TV: FIRST in SF
40
Consecutive Months
(ARB, avg. homes reached, Jan., '58 — April, '61)

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE

MONDAY MEMO from PAUL KELLER, vp-research director, Reach, McClinton, N. Y.

Advertising effectiveness: can it ever be measured?

As a researcher, I am perhaps more disturbed than are my advertising colleagues that we are not yet close enough to developing a measurement which answers the question we always ask ourselves of any given advertising approach: Is it producing sales at an optimum rate—or at least a better rate than the previous effort? There is little question that any advertising produces more sales than no advertising at all. Without telling the product story to the public, a manufacturer cannot make a sale.

The power of advertising is readily demonstrable by countless examples of new products which make the grade in the market-place through advertising. But in the agency business our problem usually is to help a long-established product achieve a better rate of growth than its competitor and thereby make more money and more profit for its manufacturer. The problem is somewhat analogous to that of making a racing car go faster.

Tattoos and Cutaways ▪ How do we accomplish this? Well, we work out new copy approaches and hope that they are more effective than the old ones. We put tattoos on forearms and have funny cartoon characters sell beer; we compose catchy jingles and use cutaway sections of the human head to demonstrate the fast-fast-fast-acting analgesics. We use "realism" and "soft-sell" and all kinds of "sell." But how do we know that these approaches are better than those used before?

Well, we just *know* that they are better—especially if another agency handled the previous campaign. Oh yes, we research them and test them and depth-probe them and all indications are that the new campaign is clearer, more effective, more memorable, more believable than the old one. But are we really sure? No, we are not! We don't really know whether it was the new campaign which sold more goods than the old, the new sales manager who got his men to make more calls or that the competition cut its advertising budget.

Many a new (or even old) campaign is condemned because sales are slipping. Is it really because the advertising approach is not good enough? Or is it because something else in the client's marketing process has gone awry and sales would have plummeted even more had it not been for the new ad campaign? We in the research profession have long sought an answer as to what makes the racer go faster, but have not found it yet.

So far, I have mentioned only our chagrin at being unable to measure the sales effectiveness of a given creative approach.

We know just as little about the effectiveness of various rates of advertising expenditures or about the effectiveness of various media combinations. I admit we conduct market tests to determine optimum advertising pressure and media mix. But are these tests ever conclusive? Certainly not, because, if nothing else, they are restricted before they start by innumerable factors.

Optimum Budget? ▪ For instance, would I suggest a test market situation where our client would spend five times (or even one-fifth) his current national rate? Not if I want to keep my job; and yet, spending five times more money on advertising may yield the client 10 times as much in net profit, or spending one-fifth may cut his sales by only 10%. What is the optimum advertising budget? We do not know, but certain breakthroughs have been achieved by operations research techniques and more are sure to follow.

What about media mix? Do we really know whether $1 million spent in spot tv will produce more sales than an equal amount in newspapers? Or do we know whether $1 million in spot tv is spent to greater sales advantage if concentrated in the top 50 or 75 tv markets rather than spread across all tv markets?

Can we test such an alternative? Certainly. We do it every day. Is it conclusive? Never. We can determine—for market X and Y—how much spot tv money they would receive under the top 50-75 market plan and how much they would receive under the national spot tv plan.

One market would be put on Plan I, the other on Plan II and we would conduct store audits over some specific period in both cities to watch retail store movement. Perhaps we do find that Plan I produces considerably more sales than Plan II. How sure are we that this difference is real? Well, we hope that "all other things" have remained equal. (Do they ever in a dynamic situation such as the marketplace?) If they have, we conclude that there is a difference between Plan I and Plan II.

But have we really got the solution to our brand's quest for an increase in market share or have we merely shifted demand to the present by putting on pressure *now*, leaving a product demand lag for the future and not changing our product's share of market at all over the long haul? Perhaps Plan II would have been better suited to establish a *real* gain for our brand—less spectacularly but permanently.

Shell Game ▪ Will we ever know what happened to Shell's sales as a result of its shift into newspapers? I'm sure we won't because so many things happened at the same time that no one will be able to prove that a different media plan would have produced a different sales result.

My point is that we should never forget that advertising is only a part of the very complex marketing process which moves a product from the factory to the consumer's home.

We will not be able to measure advertising's direct effect on sales until we can isolate all the other marketing factors, hold them "constant" and thus measure the effect of the single variable so important to us: advertising research can and will solve this problem some day—but not in the near future.

Paul Keller, vice president and director of research for Reach, McClinton & Co., New York, has been active in advertising research for the past 11 years. He has been with such major agencies as the former Biow Co., N. W. Ayer and Bryan Houston (now merged with Fletcher Richards, Calkins & Holden). He holds a B.A. from New York U. and an M.A. from Columbia, specializing in mathematical statistics. He is a member of the Radio-Tv Research Council and American Marketing Assn.

INTRODUCING

Beautiful

WRYT

Music

DIAL 1250

THE SOUND AT THE TIME

REPRESENTED NATIONALLY BY

DAREN F. McGAVREN CO., INC.

IS

FOR PITTSBURGH!

WHO MAKES THE BIG AGENCY DECISIONS SO IMPORTANT TO YOU?

Here's a discovery to ponder. Recently the A. C. Nielsen Company — world's largest marketing research organization — queried executives at the country's 50 biggest television and radio agencies. (Collectively, the Top 50 agencies spend **nearly 1½ billion dollars** of all broadcast advertising money invested annually. Their individual TV-radio billings range from approximately $125,000,000 to $6,500,000 a year.)

These are pretty important people. Nearly three-quarters of them are media directors, assistant or associate media directors, media supervisors and media buyers. Others are account executives and group supervisors (7%); V.P.'s in charge of TV-radio, or TV-radio directors (4%); top management executives (5%); research or other functions (12%).

One of the things Nielsen wanted to find out is this:

> ***To what degree do these individuals play an influencing part in the selection of (1) MEDIA, (2) MARKETS, and (3) STATIONS?***

For how they answered, see the facing page . . .

...DECISIONS ON MARKETS? 91% say they participate in decisions on MARKETS to be used. Of these:

REGULARLY (81%) OCCASIONALLY (19%)

...DECISIONS ON MEDIA? 93% say they participate in decisions on MEDIA to be used. Of these:

REGULARLY (82%) OCCASIONALLY (18%)

...DECISIONS ON STATIONS? 86% say they participate in decisions on STATIONS to be used. Of these:

REGULARLY (88%) OCCASIONALLY (12%)

Men and women who make important decisions like those are important to YOU, too! Which is why we think you should *also* know what they told Nielsen about their responsiveness to the four principal business publications in the TV-radio field. Here, briefly, is the box-score:

1) ***For broadcast media news and information,*** BROADCASTING is read by more of them than any of the others.

2) ***For reporting of current trade events,*** BROADCASTING is preferred 2-to-1 over the next-best — and 70% over the other three combined.

3) ***They express the most confidence*** in BROADCASTING—86% more than for the next-best magazine.

4) ***They consider the most useful publication*** to be BROADCASTING — by a 21% margin over the second-best (143% over the other two combined).

5) ***For your advertising, they recommend — to best reach them*** — that you use BROADCASTING (which outscores the second-best magazine by 42%, the rest of the field by 185%).

6) ***Your advertising is likely to have the most impact on them,*** they say, when it appears in BROADCASTING. They rank BROADCASTING decisively ahead of the nearest competitor by 57% — and 80% ahead of the two stragglers combined.

Executives whose livelihood depends upon making decisions aren't likely to make them lightly or without sound reasons. It stands to equally sound reason that when YOU make decisions about where to run your own advertising, the advice of your own best prospects is the safest guide you can follow!

BROADCASTING

THE Businessweekly of Television and Radio

1735 DeSales Street, N.W., Washington 6, D.C.

New York — Chicago — Hollywood

NO ONE ELSE CAN MAKE THAT STATEMENT!

...JUST US!

of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV CHANNEL 11

CBS for Seattle, Tacoma and Puget Sound area

Studios in Seattle and Tacoma

WAVE-TV gives you 28.8% more WEEK-END CHEFS

—and they buy 28.8% more food, condiments, sauces, flavorings, etc.!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

OPEN MIKE ®

Tv audience x ray

EDITOR: . . . We read "Now: x ray of the tv audience" (BROADCASTING, May 1) with great interest and would like to distribute it to our various international markets where tv is a medium. We would, therefore, appreciate . . . 40 reprints.—*Charles S. M. Quigley, International Advertising Manager, Chesebrough-Pond's Inc., New York.*

'Death Valley' revival

EDITOR: Would it be possible to get a copy of an article which ran in your publication on Feb. 13, 1950? The article deals with a 20 Mule Team radio campaign with emphasis on *Death Valley Days.*

I realize this may be mammoth task, since it has been 11 years. —*Robert Werden, Publicity Manager, U. S. Borax & Chemical Corp., Los Angeles.*

(A copy of the 1950 article is being sent to Mr. Werden.)

Useful to financier

EDITOR: . . . We have found your magazine, and in particular your yearbook, most useful in recent negotiations involving the financing of the purchase of a radio station for several million dollars.—*Stuart K. Atha Jr., Assistant Treasurer, The Hanover Bank, New York.*

Pleasure to contribute

EDITOR: . . . It was a pleasure to have had the opportunity to contribute to BROADCASTING magazine (MONDAY MEMO, May 8).—*Mimi O'Hagan, Advertising & Publicity Manager, Schweppes (U.S.A.) Ltd., New York.*

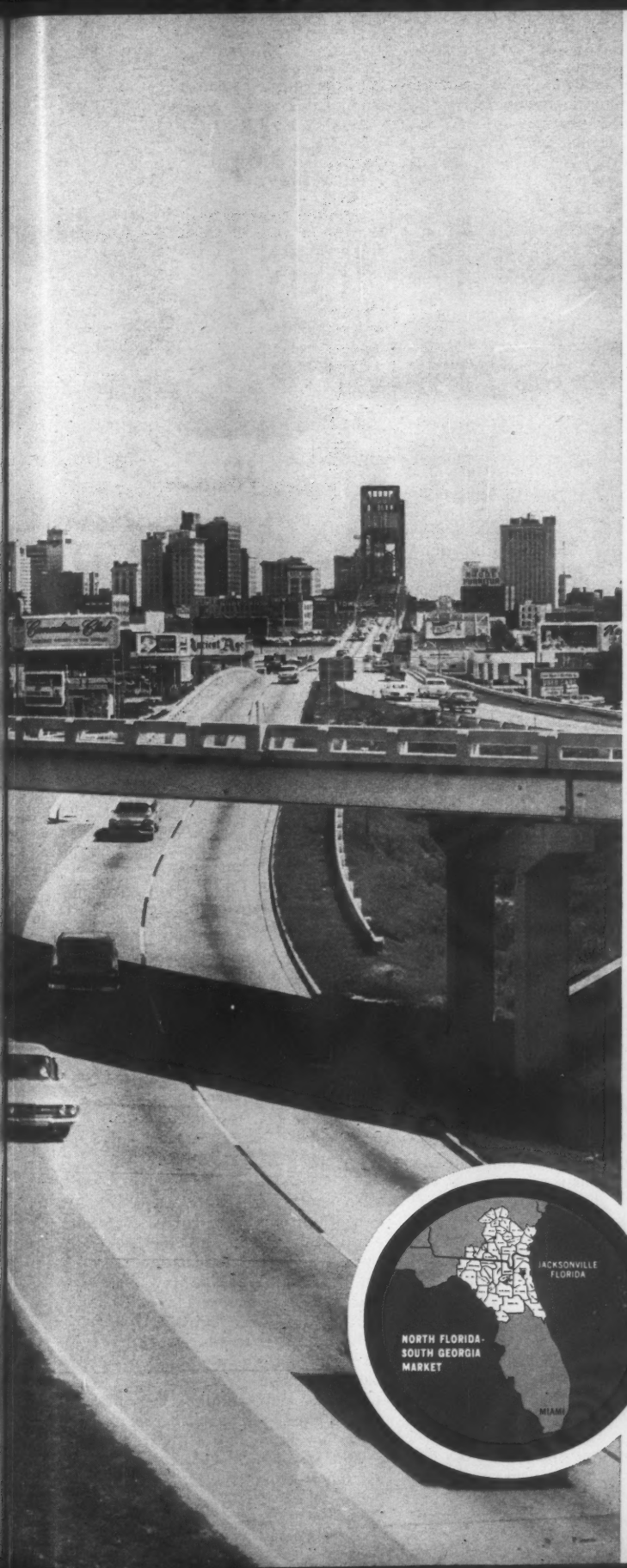
Up to standard

EDITOR: . . . The May 15 issue . . . lives up to the wonderful standard that you have set for BROADCASTING.—*Newman F. McEvoy, Senior Vice President, Cunningham & Walsh, New York.*

Helps acceptance

EDITOR: We were extremely pleased by the May 15 MONDAY MEMO, which . . . told how Mattel Inc. utilized television to create a year-round market for toys.

We, and the executives of Mattel Inc., would like to have your permission to reprint this article . . . for distribution to their dealers and sales representatives. . . . A communication of this type, because of the authoritative position of BROADCASTING, will play a great part in further and increased acceptance of Mattel's tv advertising activities, on a



AS JACKSONVILLE GROWS SO GROWS THIS STATION!

New ARB shows WFGA-TV with 50% Share-of-Audience.

The "new" Jacksonville is a city with a changing face. New construction is evident everywhere. But the city's tremendous expansion is not the only thing to watch. According to the March ARB, WFGA-TV is the leading station in metropolitan Jacksonville with a major share of audience 9 AM to Midnight.

See your PGW Colonel for the important story of WFGA-TV's growing dominance in the dynamic North Florida - South Georgia - Jacksonville market.

abc NBC

WFGA-TV

JACKSONVILLE

WOMETCO ENTERPRISES INC.

REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

national level and in local markets. Naturally, our reprints would carry full credit to BROADCASTING.—*Robert C. Will, Harshe-Rotman Inc., Public Relations-Publicity-Product Promotion, Los Angeles.*

The pros & cons

EDITOR: Congratulations on "Strange alliance" (EDITORIALS, May 22). Through our own efforts with our legislators and the public voice, such as yours, I trust that the New Frontier will soon have the broadcast industry in proper focus.—*Robert M. Lambe, President & General Manager, WTAR-AM-TV Norfolk, Va.*

EDITOR: . . . Your editorial "Strange alliance" indeed has a great deal of "meat" to it. There seemed to be quite a bit of undercurrent . . . at the convention on this matter, and now that you have forwarded it through the medium of your magazine to those who didn't attend, it is certainly commendable and is indeed something worthwhile for broadcasters to hang on their mental hatracks. — *Frank C. Schroeder Jr., President & General Manager, WDZ Decatur, Ill.*

EDITOR: Your "Strange alliance" editorial suggests a more bleak future for the industry than I can read into the remarks of Chairman Minow. It seems apparent that Gov. Collins recognizes the need for improvement for which Mr. Minow has called. Any schoolboy could see it.—*John D. Rice, President, WCOW-AM-FM Sparta, Wis.*

EDITOR: . . . Your editorial "Needed: more light than heat" (EDITORIALS, May 15) was most unfair in its interpretation of Mr. Minow's speech. To imply that he is "attempting to circumvent the First Amendment" is a judgment pronounced unjustly. . . . It is time for broadcasters to stop for just a moment and take stock of their daily program fare.—*Bob Greenlee, student-telecommunicative arts, Iowa State University, Ames, Iowa.*

EDITOR: Congratulations on your last two editorials—they represent a real contribution to the industry.—*James O. Parsons, Vice President-Secretary, Harrington, Righter & Parsons, New York.*

EDITOR: I have liked everything you have reported and . . . said editorially on . . . tv programming and the FCC reorganization. Included . . . is the fact that improvement must come from the broadcasters themselves. I know of no responsible broadcaster who has ever been satisfied with his programming. . . . There has been a big improvement in tv programming since . . . 1948, but we are still not satisfied and we expect to make improvements right along, including this year.—*Nathan Lord, General Manager, WAVE-AM-TV Louisville, Ky.*

Heavy playback

EDITOR: . . . Your article (OUR RESPECTS, May 15) was most flattering and complimentary. . . . It may interest you to know that I am getting quite a heavy playback from friends in the industry who have seen it. This is fairly good evidence to me that your book is exceptionally well-read. BROADCASTING will, of course, remain at the head of the list of media for us to reach our advertisers.—*John F. Pival, President, WXYZ-AM-FM-TV Detroit.*

The Florida story

EDITOR: The job you did on the Florida story (BROADCASTING, April 17) was outstanding.—*James L. Howe, President, WIRA Fort Pierce, Fla.*

EDITOR: . . . Well written and most informative.—*Irving G. McNayr, County Manager, Metropolitan Dade County (Miami), Fla.*

EDITOR: . . . Splendid coverage of the Florida market.—*Richard J. Welsh, Director, Dade County Development Dept.*

EDITOR: During the past three weeks over 400 reprints of your wonderful article on Florida have been distributed by the people of the WTVJ (TV) sales department. . . . The response to this article has been excellent and I would like to compliment you for this outstanding boost for Florida.—*Mitchell Wolfson, President, Wometco Enterprises Inc., Miami.*

EDITOR: . . . A magnificent reporting job on Florida. I have passed it to our research and development people. There is one minor error—Arizona's population in the 1960 census was over 1,250,000 which would make it approximately one-fourth that of Florida, not one-tenth. *Samuel J. Henry Jr., Advertising Director, First National Bank of Arizona, Phoenix.*

Welcome

EDITOR: We noted with interest the item concerning the installation of SoundScriber tape monitoring units in the CBS owned and operated stations (EQUIPMENT & ENGINEERING, May 15).

The Balaban Stations (WIL St. Louis, WRIT Milwaukee, KBOX Dallas) are delighted to see this forward step on the part of CBS in the use of modern broadcast equipment. We would like to join the many other stations who have installed this equipment in the past few years in welcoming CBS to the fold. —*Bill McKibben, Assistant to the Vice President-Administration, WIL St. Louis.*

Off will come the jacket if the sun gets too warm. Prepared, adaptable... a "Metropolitan personality."

METROPOLITAN BROADCASTING

205 East 67th Street, New York 21, N.Y.

TELEVISION STATIONS

WNEW-TV New York, N.Y.
WTTG Washington, D.C.
KOVR Sacramento-Stockton, California
WTVH Peoria, Illinois
WTVP Decatur, Illinois

RADIO STATIONS

WNEW New York, N.Y.
WHK Cleveland, Ohio
WIP Philadelphia, Pa.

A DIVISION OF METROMEDIA, INC.
other divisions are:
Foster and Kleiser, Outdoor Advertising operating in Washington, Oregon, Arizona and California
Worldwide Broadcasting, WRUL Radio

GOWN: LANVIN-CASTILLO, PARIS, PHOTO: PETER FINK

DISCOVER

North Carolina's Grade A World

Only one station provides Grade A Coverage for the state's biggest, richest market and City Grade Service for Winston-Salem, Greensboro, High Point. North Carolina's greatest metropolitan market.

Call Peters, Griffin, Woodward, Reps.

WSJS TELEVISION

NBC MST

CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 5, 1961 Vol. 60 No. 23

QUALITY SHOWS, BARGAIN RATES?

Now shaping up: an advertiser ploy to support blue-ribbon programming, but only if it's priced according to circulation

Some of the nation's top advertisers are spearheading a search for ways to get more "quality" programming on television by making its sponsorship more attractive.

They feel this can be done—but only if—the cost per thousand viewers can be brought down into line with that for mass-audience "entertainment" shows.

Working through the Assn. of National Advertisers, they have explored the problem in an informal, strictly off-the-record meeting with NAB President LeRoy Collins. Individually, some of them have canvassed the problem generally with network officials.

But thus far their activity has been exploratory, unofficial and loosely organized, and most of them don't want to talk about it—at least not yet. They appear to be dead serious, however, and are drawing closer to the point of actively soliciting the cooperation of networks and stations for an across-the-board attack on the overall "quality" programming problem—a problem that FCC Chairman Newton Minow and NAB President Collins, through their NAB convention speeches last month, elevated to the stature of a major crisis.

No matter how successful, the drive is not expected to show significant results in network sponsorship schedules before the fall of 1962. Most advertising budgets for this fall already have been committed.

The C-P-M of Quality ▪ The target of the attack being mounted by the advertisers is the cost-per-thousand of the type of programming which goes by many names—"quality," "public affairs," "cultural" or, in Mr. Collins' term, "blue-ribbon"—but which, by any name, historically attracts relatively small audiences. The audience history of such programs does not encourage the thought that their cost-per-thousand can be substantially reduced by boosting the number of viewers to the mass level. Hence, the advertisers reason, if they cannot get the audiences up, the only alternative is to get the prices down.

There are several ways to do this. The most obvious is to cut the rates

How rates based on delivered audience would mark down tv

What would happen if networks agreed to set rates on sliding scales based on delivered audiences? The table at right gives some idea of the answer.

It shows how seven "quality" shows, broadcast in the past couple of months, fared against their competition. The shows were picked at random by Howard Eaton, media director of Lever Bros., from A. C. Nielsen rating reports.

In the table the seven "quality" programs are shown in bold face type and beneath each are listed the two competing network programs.

For all programs the Nielsen ratings are for the first quarter-hour.

The actual time and production costs of each "quality" show are BROADCASTING estimates.

The column at the extreme right shows what price the seven "quality" shows would bring if the cost-per-thousand, based on Nielsen average audience figures for each show, were set at $4, the current nighttime average for all shows.

It's rare now that networks recover all their costs in "quality" programming, but if prices were pegged at c-p-m base, the difference between cost and price would be even bigger.

	Rating	Actual Cost (Time & Program)	Price if Pegged To $4 C-P-M
CBS Reports (CBS April 27)	9.5	$160,000	$106,000
Untouchables (ABC)	26.8		
Groucho Marx (NBC)	18.4		
Project Mercury (NBC May 5)	13.8	$155,000	$ 80,000
Rawhide (CBS)	25.8		
Harrigan & Son (ABC)	9.0		
Hallmark Hall of Fame (NBC May 5)	13.5	$390,000	$243,000
Route 66 (CBS)	22.4		
Flintstones (ABC)	21.4		
Family Classics (CBS April 27)	16.6	$250,000	$183,000
My Three Sons (ABC)	24.7		
Bachelor Father (NBC)	15.7		
JFK No. 2 (NBC April 11)	13.4	$165,000	$125,000
Garry Moore (CBS)	26.1		
Alcoa Presents (ABC)	15.2		
Man Into Space (NBC April 12)	5.5	$ 85,000	$ 32,000
Armstrong Theatre (CBS)	22.5		
Naked City (ABC)	15.3		
NBC White Paper (April 16)	11.4	$225,000	$117,000
Candid Camera (CBS)	30.4		
Asphalt Jungle (ABC)	15.5		

Quality shows at quality price for quality results

One advertiser that has consistently found that "quality" television pays off—and at conventional rates—is Hallmark Cards Inc.

It's doubtful if any tv series has had "the continuous selling force" of the *Hallmark Hall of Fame* (NBC-TV), a program that won Emmy laurels for its Macbeth presentation.

This reflection on the selling power of the so-called "blue ribbon" or cultural programming comes from the agency executive (Fairfax M. Cone, chairman of Foote, Cone & Belding's executive committee) who is closely associated with client Hallmark Cards Inc.'s series.

Hallmark, a 20-year client at FC&B, changed its pattern of tv advertising a decade ago when it moved from traditional programming (regular scheduling) to its current approach (irregular and special programming), Mr. Cone explained in a memorandum to the agency staff just after the Emmy awards presentation.

As revealed last week, the memorandum points to the special shows as fitting in with peak sales periods of greeting cards, Mr. Cone declaring that the more than four million cards purchased each day attest to the Hallmark tv philosophy.

Mr. Cone wrote in part: "The names of even a few of the (Hallmark) productions argue convincingly that the American public, or at least a thoughtful segment of it, recognizes television tripe for what it is and finds in such plays as "Macbeth," "Hamlet," "Richard III," "Little Moon of Alban," "Green Pastures," "Barabbas," etc., a respect for the sponsor and his products that is not necessarily reflected in large audience figures.

Fairfax Cone
Quality breeds quality

"The thing is, there is more than one way to do television. Programs with relatively small devoted audiences may be more effective than programs with larger but less devoted audiences. When the networks and the stations finally become convinced of this the whole range of the medium will be broadened—much as the *Hall of Fame* has broadened it in the field of drama."

Mr. Cone also asserted: "The five other award-winning [Emmy] programs used by clients of Foote, Cone, & Belding add weight to our belief that tv can successfully offer different things to different people. *Red Skelton* for Johnson's Wax *Checkmate* for Kimberly-Clark, *Danny Thomas* and *Andy Griffith* for General Foods, and *Our American Heritage* for the Equitable Life Assurance Society of the U. S. won for comedy, mystery, situation comedy and historical drama, each vastly different from Hallmark's *Hall of Fame*, yet similar in that none was a follower of either formula or numbers."

charged for such shows. This approach, already widely followed by all three networks as a last resort, puts the financial burden on the networks and, to a lesser extent, on the advertisers.

An alternate approach, gaining favor among advertisers, would distribute the "cost" more evenly between networks and their affiliates. This plan involves re-running "quality" shows until they have amassed a cumulative audience that approximately matches the total number of viewers who tune the average "entertainment" program on a one-time basis.

The size of the problem may be demonstrated in this way: Some "quality" programs, with a production cost of $150,000 and a time cost close to $120,000, may figure out a cost of $50,000 per commercial minute. Advertisers feel this must be brought down to $13,000 to $18,000 per commercial minute in order to make an attractive buy.

If the rerun technique were used to bring about this reduction, the replays might be staggered in afternoon, Sunday, early-evening or late-night periods in much the same way that stations schedule replays of feature films. Details for the handling of commercials could vary; in the simplest illustration, the advertiser's messages would be carried in the replays just as they appeared in the original presentation—which presumably would be in or near prime time—but the advertiser would not be charged extra for the extra runs.

Howard Eaton, media director of Lever Bros., one of the leaders in the current movement by advertisers, cites the rerun concept as the only one that will amortize production costs without burden to either the network or the sponsor. But the time costs are something else again—and that's where the stations may be asked to contribute.

The Station Pays ▪ "In the area of time costs," Mr. Eaton says, "there could be significant reductions if the networks did not have to pay their stations for carrying these shows. The stations are licensed by the government to use air space for purposes of profit. They must also operate in the public interest, convenience and necessity. They should be willing to sacrifice incomes for this type of programming when to do so is the most direct means of demonstrating to the FCC that they are living up to their public interest obligations."

If affiliates waived compensation for such programs, a collateral attraction for the networks would be that the reruns would save them the trouble—and expense—of producing other programs to go into those periods. But this would be an attraction only if the reruns were slotted in periods normally hard to sell. If they were put into saleable periods, they would deprive the networks (and affiliates) of otherwise sure revenues.

Mr. Eaton emphasizes that the rerun plan is only one of several by which the c-p-m problem might be approached. The most direct method—in which the networks simply slash program charges after they cannot get their asking prices—is in his opinion largely ineffective in the way it is currently employed, but might be made more meaningful.

"Generally," he says, "in network selling of this type of programming it is their custom to cut the price after they have been unable to get the full price. But most advertisers do not sit

and wait for fire sales. They look for the best buys they can get, as early as they can get them. In our case, the dollars that might be available for such programs have been committed three months before the network decides to cut its rates. If the networks priced these shows realistically to start with, the market for them would be bigger than it is."

Mr. Eaton maintains that "advertisers would like to see this type of program on the air," but says that "for this to happen and continue to happen, all interested parties must sit down and get practical."

Dinner for Collins ▪ Just when this sit-down-and-get-practical session will take place or in what forum it will occur apparently is as yet an unresolved question. The nearest known approach to it took place May 24 when advertisers reportedly representing $300 million in television billing — numbers which in themselves represent impressive evidence of advertisers' interest in this movement — entertained NAB President Collins at a dinner in New York.

The meeting was so tightly off the record that most participants would only reluctantly confirm that it occurred. It was said to have originated through the Assn. of National Advertisers, under whose sponsorship it was held. Officials would not even disclose the guest list.

It was learned, however, that the advertisers' interest in sponsoring so-called quality shows—provided the prices were made right—was a major topic at the meeting, and President Collins appeared to have been deeply impressed by the earnestness with which they expressed their views.

Three of the four advertiser officials known to have attended the session—Mr. Eaton, Gale Smith of General Motors and E. H. Lotspeich of Procter & Gamble—deferred all questions to Peter Allport, president of ANA, and Mr. Collins. Mr. Allport declined to give any details. Mr. Collins refused to comment on the meeting with advertisers, explaining he had been an invited guest. He referred inquiries to Mr. Allport. Edwin Ebel of General Foods, also reported among the advertisers on hand, could not be reached for comment.

Advertising Isn't Charity ▪ Despite the lack of details about this meeting, the general attitude of most advertisers is that they are not "obligated" to improve any medium. Mr. Eaton puts it this way:

"If a company wants to give half a million dollars to the Lincoln Center, it is free to do so. But this should not become confused with the function of advertising. The question is how to integrate a program that is unpopular with the masses—but probably is good for them—into the field of advertising without getting it mixed up in charity. We at Lever are interested in exercising our responsibility to explore every possible way of keeping this blue-ribbon programming on the air and yet keep it compatible with our advertising objectives.

"I'm not saying that such shows have no audience—but, rather, that nine out of ten have relatively low audiences. In order for that audience to be as attractive as a competing program's audience that is twice as large, the smaller audience has to be a better audience for the sponsor's products—or it has to be less expensive to purchase.

"We have seen instances where the lower audience was a better audience—and instances where it was a poorer audience. But in no case have we seen that it is a sufficiently better audience, qualitatively, that it justifies its purchase in spite of its circulation deficiencies—unless the price was lowered.

"I am sure that if advertisers can buy this lower circulation at lower prices, there will be customers for it."

In support of the general—and never seriously contested—argument that programs of the "quality" type generally draw relatively small audiences, Mr. Eaton picked at random from Nielsen national rating reports seven such shows that have been presented on the networks in the past two months and compared their ratings with those of opposition programs. These comparisons showed that in some cases the "quality" show outrated one opposing program but never both, and in five of the seven cases it trailed both opposition shows, sometimes by a wide margin. Independent estimates compiled by BROADCASTING showed that if these same programs were priced on an "average" cost-per-thousand basis they would have brought a combined time-and-talent price ranging from a low of $32,000 to a high of not more than $243,000 (see table page 33).

AFA calls for cease fire in D.C.

WANTS TIME TO PROVE EFFECTIVENESS OF SELF-REGULATION EFFORTS

The advertising industry last week called for a halt in adoption of new government controls while media, sponsor and agency groups show the effectiveness of voluntary self-regulation.

At its May 28-31 annual convention in Washington, the Advertising Federation of America took a look at the way federal agencies are stepping up their controls over private industry. It heard media and advertising practices denounced by government and non-government speakers.

But AFA was given the other side of the advertising story—the mushrooming development of codes and self-regulatory machinery adopted by radio, television, print media, advertisers and agencies, and local ad clubs.

AFA is the only organization representing the entire advertising industry, operating as an umbrella federation over all organized aspects in this major segment of the American economy.

A resolution adopted by the AFA convention pointed out the grass-roots nature of the membership, ranging from local ad clubs to national associations such as NAB, Assn. of National Advertisers, American Assn. of Advertising Agencies, American Newspaper Publishers Assn., Magazine Publishers Assn. and others.

AFA emphasized the increasing rules and taxes developing from state government, describing much of the new taxation and administrative action as repressive, unfair and discriminatory and contrary to the basic American tradition of free speach and freedom of the press.

Truth and Good Taste ▪ "Self-regulation in the interest of truth and good taste in advertising is the best, most effective and most economical method of improving the quality of advertising in this country," the AFA resolution noted, adding that further controls remove basic freedoms "and should be employed only where self-regulation has been ignored or has failed after fair trial"

In the past 18 months "all segments of the advertising industry have joined in a massive campaign of self-regulation and self-policing and in the development and enforcement of codes," AFA added.

NAB's radio and tv code boards held Washington meetings June 1-2 as part of the association's continuing effort to improve code enforcement and strengthen regulations (see code stories pages 46 and 50).

AFA's demand for a legislative-regulatory moratorium cited the creation of 30 advertising panels set up in cities around the nation to enforce their own advertising codes. It reminded that a

great majority of the 180 local ad clubs have appointed local ethics committees to educate their membership in the principles of truth and good taste in advertising.

The association pointed to "the strong possibility" that the FCC and the Federal Trade Commission can attain greater efficiency as the result of the promise of increased personnel and organizational and procedural reforms.

In other actions AFA described as "discriminatory" Internal Revenue Service rules disallowing expenditures for institutional advertising as a business expense, with 14 bills designed to stop the practice now pending in Congress.

Both government and non-government speakers tore into the advertising profession with charges that ranged from the broadcasting of repetitive commercials to deliberate falsifying of claims.

Olfactory Test ▪ And Paul Rand Dixon, FTC chairman, came up with a brand new advertising criterion—the smell test. "If the idea has even a suggestion of a bad smell, throw it away," he advised.

Scene of the AFA meeting was the hall whose walls FCC Chairman Newton N. Minow shook three weeks earlier with his "vast wasteland" speech at the NAB convention.

AFA presented the afternoon of May 30 two of the most controversial figures in recent government regulation —FTC Chairman Dixon and his immediate predecessor, Robert W. Kintner, now a member of the Washington law firm of Arent, Fox, Kintner, Plotkin & Kahn.

Chairman Dixon predicted false advertising cases will continue to flood the FTC because "too many advertisers, with and without the connivance of their advertising agencies and without or against the advice of their lawyers, will take a chance on trading truth for more sales."

On the other hand Mr. Kintner, who

C&W's Cunningham elected AFA board chairman

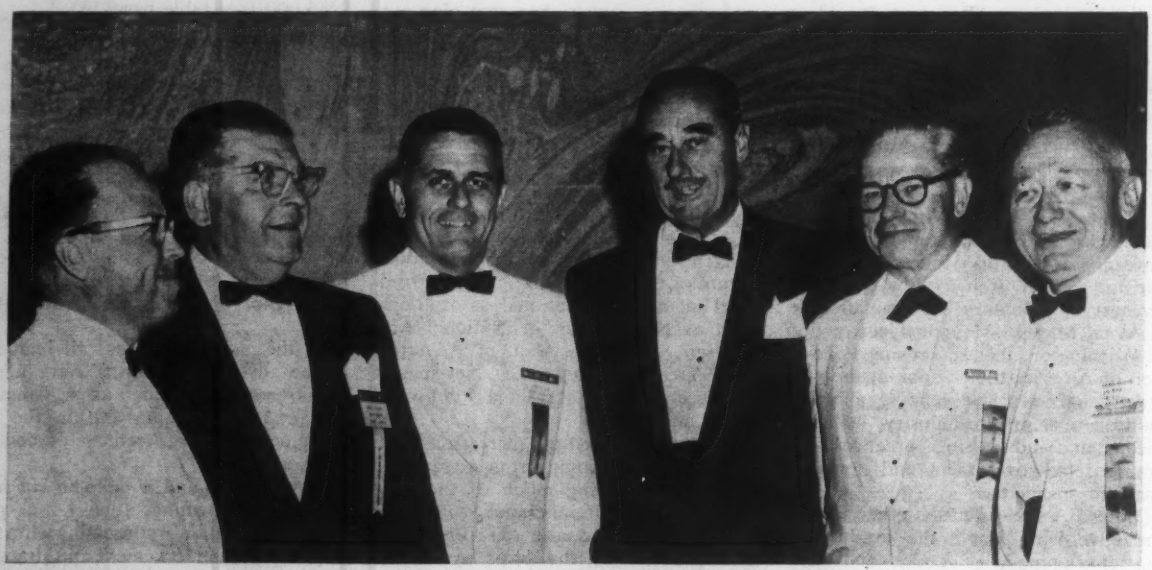
John P. Cunningham, of Cunningham & Walsh, was elected board chairman of Advertising Federation of America, at AFA's May 28-31 convention in Washington. He succeeds James S. Fish, General Mills.

George W. Head, National Cash Register Co., was elected first vice chairman for one year and Edward C. Von Tress, Curtis Publishing Co., was elected second vice chairman for a two-year term.

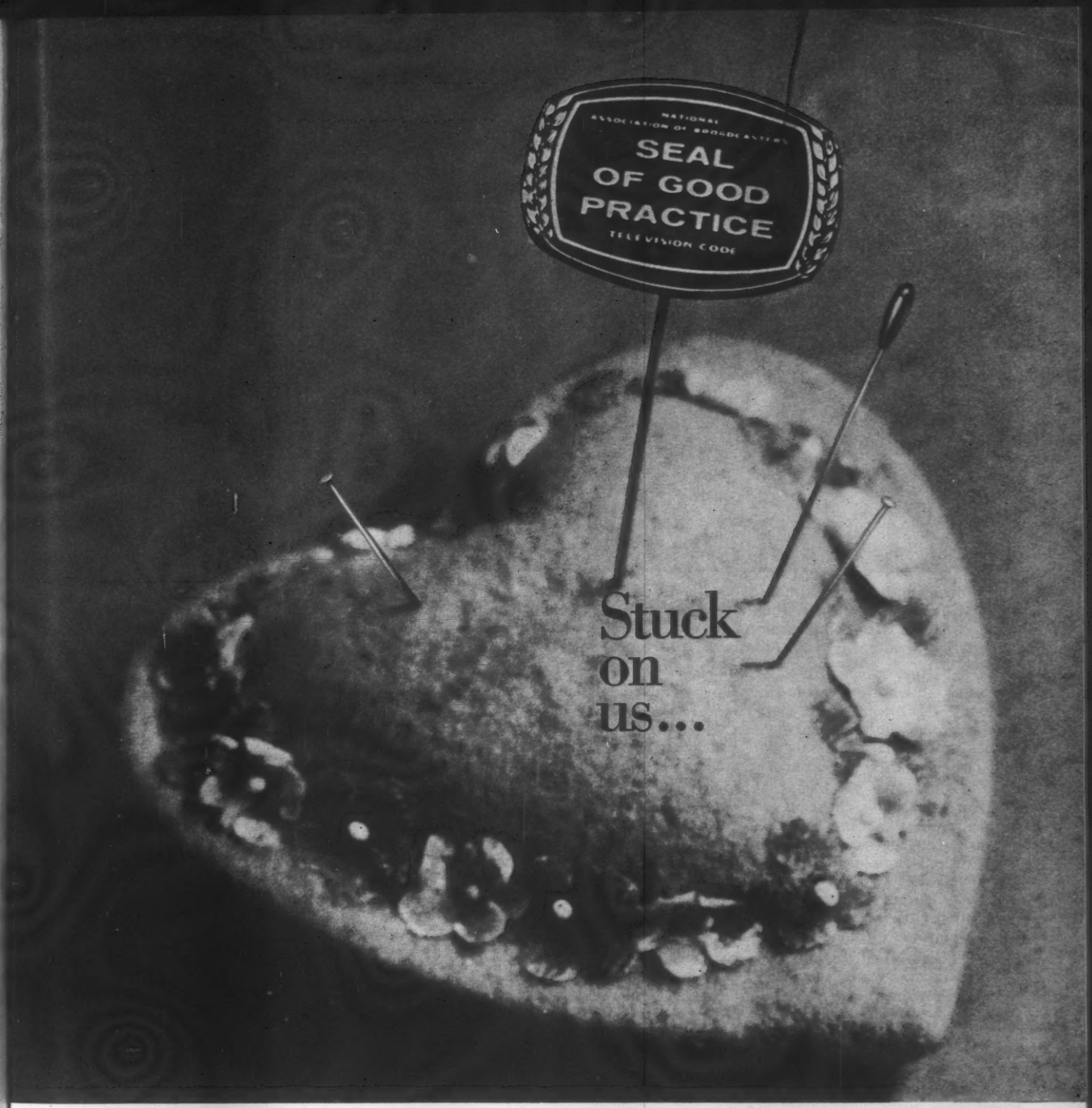
Perry L. Shupert, Miles Labs, was elected AFA vice president for company members; previously he had been AFA treasurer. J. Kenneth Laird, Tatham-Laird, Chicago agency, was elected AFA treasurer, and T. E. Callis, *Wall Street Journal,* becomes secretary. C. James Proud was re-elected AFA president-general manager, a position he has held since 1957.

These directors were elected: Mr. Von Tress; John Lamb, BBDO Minneapolis; Melvin Hattwick, Continental Oil Co.; Clifton Blackmon, First National Bank of Dallas; Gerald T. Connors, Weyerhaeuser Co., St. Louis; Edward C. Donnelly, John C. Donnelly & Sons, Boston; Charles Farran, Griswold-Eshleman Adv., Cleveland; William Morrisette Jr., Eastern Air Lines; Harriet Raymond, Celanese Corp.

Burton E. Hotvedt, Brady Co., Milwaukee, was elected chairman of the AFA Council on Advertising Clubs. Clayton Cosse, Dora-Clayton Agency, Atlanta, was re-elected a vice chairman. William W. Kight, Kight Adv., Columbus, Ohio, was elected a vice chairman. Ruth M. Volckmann, Sawyer-Ferguson-Walker Co., New York, was re-elected chairman, AFA Council on Women's Advertising Clubs. All become AFA vice presidents.



The new officers elected by AFA include (l to r): Clayton Cosse, Dora-Clayton Agency, Atlanta, re-elected vice chairman of the AFA Council; C. James Proud, re-elected AFA president-general manager; John P. Cunningham, Cunningham & Walsh, AFA board chairman; James Fish, General Mills, retiring board chairman; Perry L. Shupert, Miles Labs, vice president for company members; Burton E. Hotvedt, Brady Co., Milwaukee, chairman of the AFA Council on Advertising Clubs.



We don't believe in hiding honors under a bushel. Particularly this one. WPIX is the *only* New York independent TV station qualified to display the National Association of Broadcasters' *Seal of Good Practice*. It's far from being an empty honor – it has real and valuable meaning for *you*, our advertisers. It is an assurance of *specific* higher standards of programming and commercial practices. WPIX is the only independent *with* the Seal.

Where are your 60-second commercials tonight?

NEW YORK'S PRESTIGE INDEPENDENT

The present and past chairmen of the Federal Trade Commission took part in the May 30 afternoon sessions of Advertising Federation of America, held in Washington. L to r: Paul Rand Dixon, present chairman; Earl W. Kintner, immediate past chairman and now practicing law.

instigated the current get-tough policy at the FTC, paid tribute to the voluntary group effort among the advertising and media profession to raise standards and eliminate unsavory practices.

Chairman Dixon paid scant attention to the rapidly growing moves among advertisers, agencies and media to build up their self-discipline. But Mr. Kintner noted that "careful and impartial observers of advertising can detect a perceptible increase in the ranks of those who stand for honest advertising."

He backed up this comment with a detailed description of the disciplinary operations maintained by NAB with its radio and television codes; American Assn. of Advertising Agencies and Assn. of National Advertisers, jointly and separately; the so-called "Cleveland Plan" by which local advertising clubs check their advertising; Better Business Bureaus, set up originally by AFA; American Newspaper Publishers Assn.; Magazine Publishers Assn., and the support given these programs by BROADCASTING and other business publications.

Group Action ▪ The Kintner summary was one of the most thorough roundups of the self-regulatory movement compiled in recent advertising history. He said "massive group action" to improve advertising has been taken in almost every major city, adding that 30-odd advertising clubs have active truth and taste panels and at least 15 more are planning similar panels. He commented, too, on the self-regulatory work conducted by individual advertisers and agencies as well as media interests.

"Honest men and women connected with advertising can and should insist that governmental enforcement efforts be fair as well as firm," Mr. Kintner said. "Even if a need for increased government control over advertising becomes apparent, each specific proposal for a new form or method of restraint should be carefully examined from the point of view of the concepts of fundamental fairness and due process."

Mr. Kintner warned of dangers to free enterprise inherent in proposals to use the injunction process against all advertising. FTC currently has the right to seek temporary injunctions in food, drug and cosmetic advertising and textile labeling—areas involving public health and safety . . . "I would suggest that any extension of injunctive remedies be delayed until the commission has tested all reasonable means to eliminate delay in hearings and these means have been found wanting. Even if it be demonstrated that the injunctive power should be extended, I would suggest that the initial extension of power be limited to an authorization to the commission to apply to the courts for a preliminary injunction." This, he explained, would provide a chance for an impartial hearing in the district in which they reside or transact business, "a procedure consistent with traditional concepts of fairness."

Mr. Kintner said the advertising industry is now on trial. The only way to avoid "a bitter outcome," he said, "is to demonstrate responsibility."

John P. Cunningham, board chairman of Cunningham & Walsh who was elected as AFA's new board chairman, served as advertising's own counsellor in his inaugural address.

"The right to advertise does not carry with it the right to deceive, the right to misinform and the right to bore the blazes out of 170 million Americans," he said.

"This is our greatest remaining liability, it seems to me, since we have set up such effective self-regulatory plans against deceit and misinformation."

Boring The Public ▪ Turning to broadcasting, Mr. Cunningham said, "We must recognize that when we load the television screen with arrows running around people's stomachs and hammers banging away inside their brainpans—we are boring the public.

"We must recognize that when we plaster five different commercial messages right after one another at station break time—we are boring the public.

"Sometimes you get the closing commercial of a show, then a quick shift to another product that will sponsor the show next week; then a spot commercial for another company; then a plug for the station; then a plug for a late movie that night; then the commercial announcement for the next show.

"All of this sometimes comes so fast that the mind is forced into a series of fast somersaults that is sometimes almost physically painful.

"This is not only boring but it is not, it seems to me, sound advertising to force-feed the mind with advertising claims so fast that very little net deposit about anything remains with the viewer. No one of these five or six products gets very much 'share-of-skull.'

"We must recognize that there is something very boring about radio programming that alternates two minutes of music with one minute of commercial.

"That's the way it is in prime time on some stations.

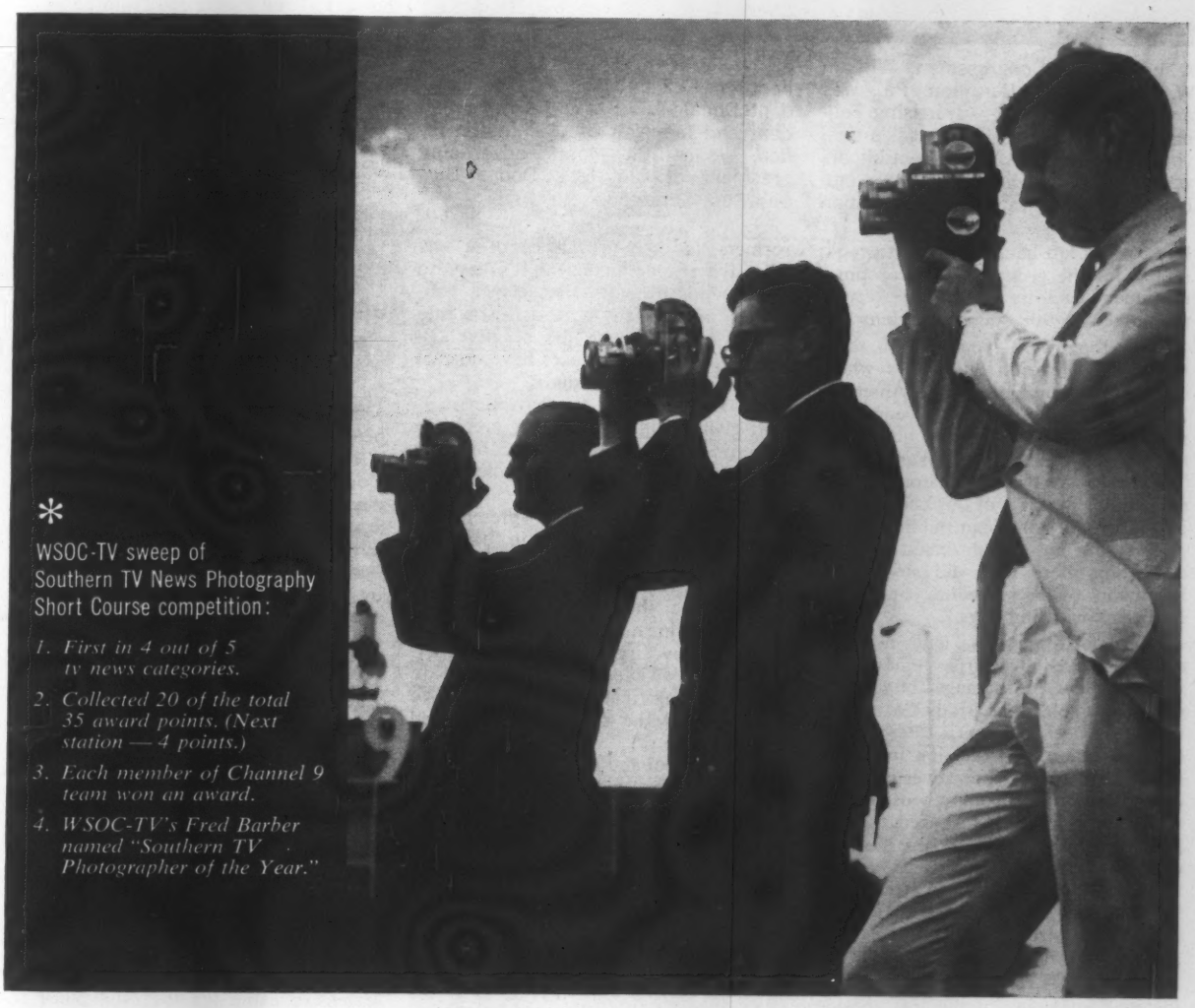
"It is not all broadcasting by any means. In the public prints there are certain schools of advertising that are boring me a bit by their imitativeness.

"The vodka ads seem to run in schools. The whiskey bottle ads. All the cigarettes that filter out the bad but so sensitively 'let the flavor through'.

"We are all guilty of some of this boredom. But I am sure that we all agree it is something on which we must maintain a constant watch."

Dr. Colston E. Warne, president of Consumers Union of U.S. and professor of economics at Amherst Col-

Charlotte's WSOC-TV...
First in 4 out of 5 news categories
*SNP short course awards



*

WSOC-TV sweep of Southern TV News Photography Short Course competition:

1. *First in 4 out of 5 tv news categories.*
2. *Collected 20 of the total 35 award points. (Next station — 4 points.)*
3. *Each member of Channel 9 team won an award.*
4. *WSOC-TV's Fred Barber named "Southern TV Photographer of the Year."*

If you are an advertiser you know that the local and regional news strength of a station is a sound basis for its selection. In competition open to all Southern television stations, professional judgement confirms an opinion already known to viewers. WSOC-TV is THE news station of Charlotte and the Carolinas. Get more for your money in America's 19th largest tv market. Get on WSOC-TV.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

A broadcaster-Congressman, William W. Scranton, of Scranton, Pa., was among guests of the Advertising Federation of America at last week's convention. Rep. Scranton, a Republican, was elected to Congress last November. He is a former board chairman of WNEP-TV Scranton. L to r: Lee Fondren, KLZ Denver, AFA vice president; Donald J. Wilkins, AFA vice president and manager of Washington office; Wendell D. Moore, advertising president of Chrysler's Dodge Div., and Rep. Scranton.

lege, paid a left-handed tribute to radio and tv for the growth of the consumer movement and its *Consumer Reports* monthly with 900,000 circulation.

"Our top award would go to those radio and television advertisers whose discourteous invasion of the American home did more to accelerate consumer revulsion in a brief span of years than any other event," Dr. Warne said. "These irresponsible imitators of the most tinseled aspect of our culture have awakened the American public to a resistance to an unrestrained commercialization more than did any of the handiwork of the preceding copywriters in the ink-wielding days."

Speedy Response ▪ The industry's side was taken by Burton E. Hotvedt, vice president and manager of the Milwaukee branch of the Brady Co., elected an AFA vice president. "Perhaps no other vocation or profession in America has matched the advertising industry's speed and comprehensive, constructive response to the need for self-policing," he said. He noted the 1959 quiz-payola scandals had placed the entire advertising world on trial, with "the public appeal of these fiascos causing the size of the problem to be greatly distorted."

Mr. Hotvedt reminded that AFA had inspired formation of the FTC besides launching Better Business Bureaus, briefly reviewing the 57-year history of advertising's self-regulation.

"Advertisers are not basically venal," Mr. Hotvedt said. "They are among our hardest working, most dedicated citizens. However, despite this commendable performance by the advertising world, we continue to receive a public flogging." He ascribed this to half-truths in superficially researched best-selling books, loss of dollar values by many young people and opinion formers and the prevalence of a few offensive tv commercials. It's easy to understand, he said, that clever politicians and a few bureaucrats would quickly capitalize on the negative climate which circumstances have created for the advertising business."

He regretted that the government is not giving sufficient public credit to advertising "for the commendable way in which it has met the challenge to intensify self-regulation."

Mr. Hotvedt suggested "present administrators have not been in their jobs long enough to know that we have been doing a great work of housekeeping. Perhaps we should forgive them for wanting to burn down the house to get rid of a few spots on our wallpaper. However, we advertising people are tired of being treated like convicts. We have earned the right to be regarded as constituents."

He, too, pointed to the dangers of injunctive action, calling it "one of the most rapacious legal devices which a frenetic government can utilize to impose its will without due process of law." And he lashed at non-commercial minds who would tell corporations what percent of their sales dollar can be legitimately spent for advertising.

AFA represents 30,000 members of 137 advertising clubs plus the vertical advertising and media associations.

AFA gets report on British tv tax

British advertising interests have discovered a need to acquaint that country with the role of advertising and marketing in society as a result of recent imposition of a 10% government tax on tv advertising expenditures, the Advertising Federation of America was told May 29 at its Washington convention.

Dr. John Treasure, director and head of marketing at J. Walter Thompson Co., London, said it is impossible to forecast the economic consequences of the tax. But he added British advertising people now realize positive action is required to meet problems created by the new government tax.

Total advertising expenditure rose from $454 million in 1950 to $1,270 million in 1960, or 180%, Dr. Treasure said, rising from 1.5% to 2.2% of national income in the decade.

All media except television have shown a decline in the 1952-60 period, he said. Print media fell from 55% to 48% of the advertising dollars; tv rose from zero to 17% of the total.

"Growth of tv has not only revolutionized social life and buying habits but it has also changed the whole face of the agency world during the six short years of its existence," Dr. Treasure said. He added that a third of total agency billing in 1960 was spent on tv advertising.

C-E-I-R, in new merger, acquires ARB Surveys

Its second acquisition in as many weeks was announced last week by C-E-I-R Inc., economic and data-processing firm, which announced an agreement has been reached "in principle" to acquire ARB Surveys Inc., a two-year old New York market research company. The payment will be in stock of C-E-I-R, the amount still to be determined. ARB Surveys, which did $250,000 worth of business last year, is principally owned by the stockholders of American Research Bureau Inc., but is corporately independent. ARB Inc. two weeks ago merged with C-E-I-R (BROADCASTING, May 29). The president of ARB Surveys is Don Cahalan. C-E-I-R last year acquired by merger Facts Consolidated Inc., Los Angeles, which also deals in market research.

North Carolina to woo tourists with radio

North Carolina this summer will depart from the conventional practice of states which rely mostly on print media advertising to attract tourists over their borders. The Old North State plans an extensive campaign that will place radio spots in major eastern U.S. markets within a 500-mile radius of the state. North Carolina also has a television campaign in the works, but that won't start till next spring.

The radio spot, produced by Bennett Adv., High Point, N.C., starts July 16. Another aspect of the plan is an in-state promotion in cooperation with the North Carolina Broadcasters Assn., which, through its 155 radio and 13 television stations, will give up an estimated $1 million in free spots.

What's Fargo got that Stamford ain't got?

Stamford (Connecticut) is the No. 2 metro area in the U. S., for retail-sales-per-household.* But Fargo has *higher* retail-sales-per-household, and *that's* what Fargo's got that Stamford ain't got!

And a *whale* of a lot more families of course listen to *both* WDAY Radio and WDAY-TV than live in or near Stamford.

All of which is just to say — us Red River Valley hayseeds spend just about the same money as you wheels who work in New York (or Chicago), and we spend it on pretty much the same things as you do. Except we don't have to buy those commutation tickets, of course!

Ask PGW for *all* the facts!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

**According to Standard Rate & Data Service*

memo to:
Media Departments

IS OUR HOOPER THE HIGHEST ANYWHERE?

	RATING	SHARE
M-F 7:00 am-7:30 am	17.2	63.7
M-F 7:30 am-8:00 am	17.7	72.1

WILS HOOPERATING
JAN-MAR, 1961

We've been told our recent Hooperating may be the highest in the country. We'd like to know for sure. So if you know of a higher rating (or a lower cost per thousand), please write E. L. "Red" Byrd, our station manager.

19

RADIO WILS LANSING
1320
24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS
represented exclusively by
Venard, Rintoul and McConnell

A retail sales tax on advertising art work?

CALIFORNIA PROPOSAL WOULD SUBJECT IT TO 4% LEVY

Western States Advertising Agencies Assn. has rallied its members to oppose the proposal of the California State Board of Equalization that art work and other tangible personal property prepared or purchased by agencies for their clients be subject to the state's 4% retail sales tax. WSAAA will be represented at a hearing on the measure, to be held June in Sacramento, California capital, at which time its counsel will present a counter-proposal to "preserve the professional status of advertising agencies to act as an agent providing creative services to clients."

With the proposed amendment, the California Administrative Code would read, in part: "Advertising agencies, commercial artists and designers are retailers of, and the tax applies to their charges for, art work and other tangible personal property prepared for clients . . . This is true whether the art work is produced by the agency or purchased from outside vendors . . . If an advertising agency, commercial artist or designer renders services which are not related to the production of tangible personal property, tax does not apply to such services."

Drawings, paintings, designs, photographs, lettering, assemblies, roughs, visualizations and comprehensives are considered as taxable items in the proposed amendment. Writing news releases, writing copy for broadcast or print ads, compiling statistical and other information, placing advertising in media and delivering brochures, pamphlets and cards, etc., are considered non-taxable services. Retouching of photographs is a step in the process of preparing them for publication and therefore charges for it are taxable. Charges for production supervision, consultations and research necessary to produce taxable items like pictures would be taxable. If they are for non-taxable services, they would be non-taxable.

Under these regulations, the WSAAA letter declares, "you are no longer an agent. The state has classified you as a retailer. Under this new concept, research, copy, market surveys, consultation supervision—everything you do that can be related to a specific job—can be taxed. This includes creative fees, production mockups, roughs and most service charges. It proposes to tax all layouts as well. The new regulation will virtually eliminate the professional recognition you have as a creative person or organization providing a service to your client—it will make you a vendor.

"This will take thousands of dollars out of productive budgets, and because agencies will have to charge—and pay—4% tax on almost everything, you will be working at a distinct disadvantage against having the advertiser work direct, or use a house agency. But, even more important, this sets a precedent that is detrimental to our very basic agency structure and is a further step into more governmental control. WSAAA feels this new tax is vitally important to all advertising agencies and one that demands action if we do not wish to lose by default."

Radio v.s. tv in summer

Radio will reach more people daily from July through September than tv, Radio Advertising Bureau President Kevin B. Sweeney predicted last week. Mr. Sweeney's prophecy, contained in a special RAB bulletin, was based on 1960 Sindlinger reports which saw radio leading tv for eight consecutive weeks last year. "It is no longer news that radio flourishes in summer," Mr. Sweeney said. "The important news is this: radio's lead continues into September."

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week May 25-31 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., May 25	**The Untouchables** (9:30 p.m.)	ABC-TV	27.8
Fri., May 26	**The Flintstones** (8:30 p.m.)	ABC-TV	27.9
Sat., May 27	**Gunsmoke** (10 p.m.)	CBS-TV	28.2
Sun., May 28	**Candid Camera** (10 p.m.)	CBS-TV	23.8
Mon., May 29	**Andy Griffith** (9:30 p.m.)	CBS-TV	21.2
Tue., May 30	**Garry Moore** (10 p.m.)	CBS-TV	25.0
Wed., May 31	**Naked City** (10 p.m.)	ABC-TV	22.7

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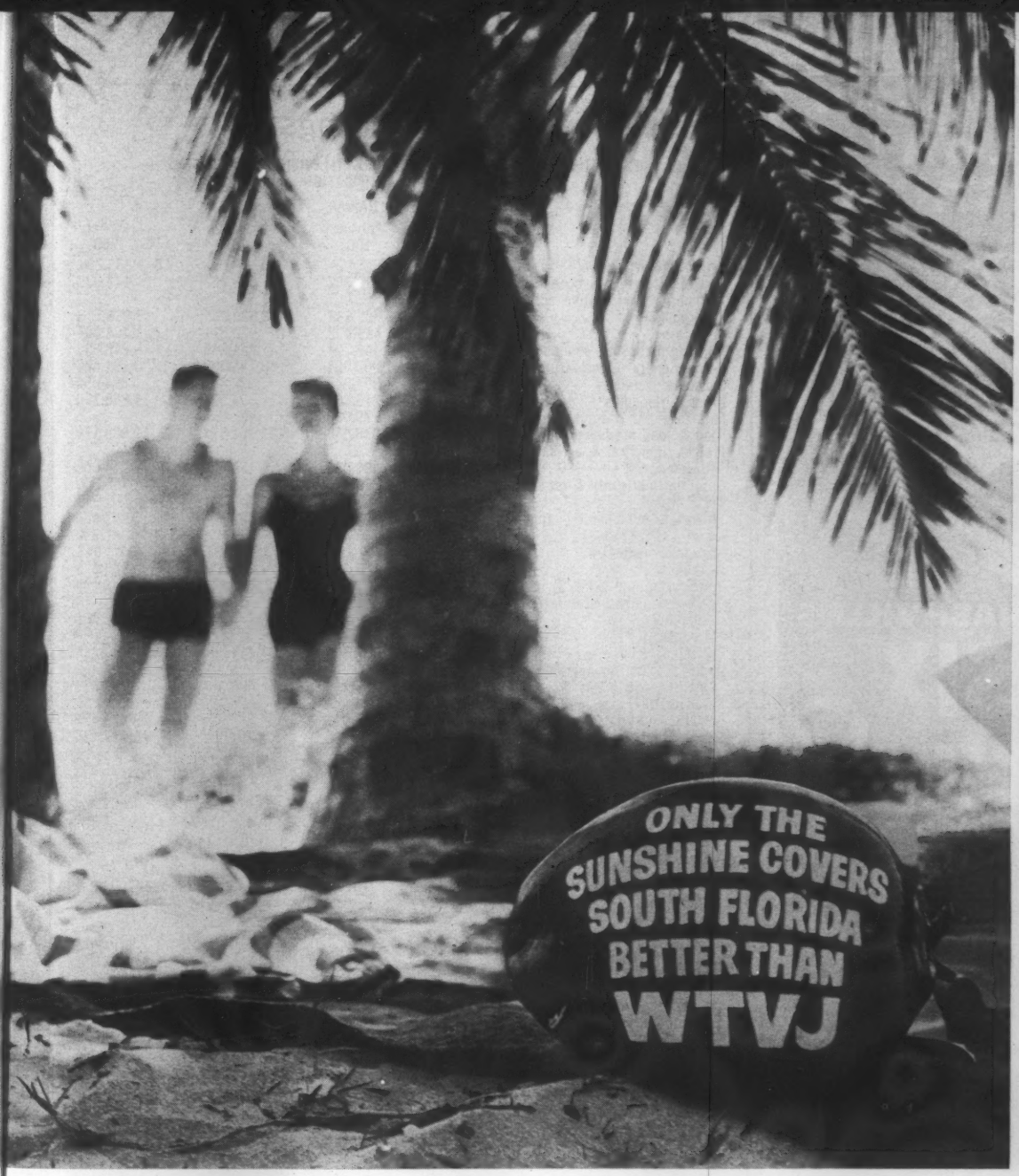
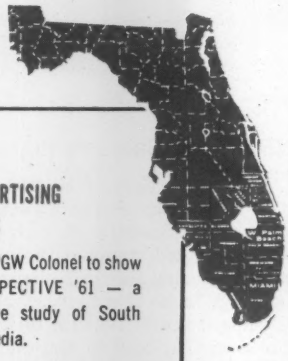




MEDIA AND ADVERTISING PLANNERS

Ask your PGW Colonel to show you PERSPECTIVE '61 — a quantitative study of South Florida media.

It takes four newspapers . . . or nine radio stations . . . or the five top national magazines . . . or two other television stations . . . to equal the intensity of daily penetration which WTVJ-Television alone delivers to its hundreds of advertisers. Consider this significant fact the next time you think of advertising in South Florida.

WTVJ

CBS

TELEVISION IN SOUTH FLORIDA

South Florida's Largest Daily Circulation

A Wometco Enterprises, Inc. Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

Your Message Is
ALWAYS
ON TARGET
WSIX TV 8
with
NASHVILLE'S
WSIX
TV 8
*BOTH NIELSEN and ARB REPORT WSIX-TV 8 . . . STILL NO. 1 IN PRIME TIME
New Nielsen shows WSIX-TV still No. 1, 6 to midnight average 7 nights per week with 3 of top 5, 6 of top 10, and 10 of top 15 Net Shows * (March Nielsen 1961)
Again No. 1 . . . 6 to 10 Average Monday through Friday * (March ARB 1961)
WSIX TV 8
NASHVILLE
Affiliated with WSIX AM-FM Radio
Represented Nationally by:
PETERS, GRIFFIN, WOODWARD, Inc.

February network tv billings

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

Source: TvB/LNA-BAR

	February 1961	Jan.-Feb. 1961	Jan.-Feb. 1960
Agriculture & farming	$ 132,488	$ 231,353	$ 345,730
Apparel, footwear & accessories	919,762	1,518,757	646,975
Automotive, automotive accessories & equipment	3,700,688	8,620,065	8,918,673
Beer, wine	491,292	972,521	1,464,064
Building materials, equipment & fixtures	143,704	241,245	256,891
Confectionery & soft drinks	1,868,921	3,788,798	3,191,406
Consumer services	397,648	1,022,656	894,856
Drugs & remedies	8,216,806	17,566,927	15,848,210
Entertainment & amusement	79,086	236,458	—
Food & food products	11,078,686	22,251,577	19,989,182
Freight, industral & agricultural development	96,050	153,850	114,000
Gasoline, lubricants & other fuels	1,256,956	2,628,915	2,756,500
Horticulture	—	—	75,350
Household equipment & supplies	2,126,670	4,462,906	3,883,328
Household furnishings	268,479	572,812	761,570
Industrial materials	1,702,288	3,768,521	4,017,043
Insurance	850,687	2,054,534	1,846,925
Jewelry, optical goods & cameras	938,758	1,780,418	1,543,949
Office equipment, stationery & writing supplies	362,841	447,929	535,708
Political	—	—	—
Publishing & media	137,408	277,427	7,314
Radio, tv sets, phonographs, musical instruments, accessories	209,140	406,364	707,659
Retail or direct by mail	26,493	26,493	—
Smoking materials	6,048,972	12,862,510	13,428,422
Soaps, cleaners & polishes	6.791.263	13,297,194	11,517,474
Sporting goods & toys	306,583	641,724	352.176
Toiletries & toilet goods	8,650,355	17,990,535	18,276 217
Travel hotels & resorts	—	—	309,272
Miscellaneous	667,767	1,471,585	1,607,364
Total	$57,469,791	$119,294,074	$113,296,258

ESTIMATED EXPENDITURES TOP 15 NETWORK COMPANY ADVERTISERS

Source: TvB/LNA-BAR
February 1961

1.	Procter & Gamble	$ 3,604,994
2.	American Home Products	2,793,153
3.	Lever Brothers	2,240,834
4.	General Motors	1,980,889
5.	General Mills	1,877,269
6.	General Foods	1,665,010
7.	Colgate-Palmolive	1,638,867
8.	R. J. Reynolds	1,372,270
9.	S. C. Johnson & Son	1,166,420
10.	Brown & Williamson	1,109,348
11.	Sterling Drug	1,087,882
12.	Bristol-Myers	1,047,001
13.	Gillette	1,025,981
14.	Texaco	991,496
15.	Liggett & Meyers	889,754

ESTIMATED EXPENDITURES TOP 15 NETWORK BRAND ADVERTISERS

Source: TvB/LNA-BAR
February 1961

1.	Anacin tablets	$ 822,529
2.	Winston cigarettes	654,262
3.	Dristan tablets	519,891
4.	Kent cigarettes	505,912
5.	Texaco Inc. (gen. promotion)	475,918
6.	L & M cigarettes	474,556
7.	Bayer aspirin	420,158
8.	Salem cigarettes	411,384
9.	Ford passenger cars	392,465
10.	Nabisco cookies	387,687
11.	Colgate dental cream	384,328
12.	Tide	384,272
13.	Corvair passenger cars	376,531
14.	Schlitz beer	359,124
15.	Alka-Seltzer	342,934

American Airlines to DDB

Doyle Dane Bernbach beat out two other agencies and landed the $6 million American Airlines account last week. The account had been up in the air since AA gave Young & Rubicam 90-day notice last month (At Deadline, May 22). BBDO and Lennen & Newell were the other agencies vying for the account, which includes broadcast billing of more than $1 million. DDB handles another airlines account, El Al Israel, but no conflict of interest is involved because American operates only in the U. S. and Mexico.

NBC Spot Sales realigns

NBC Spot Sales realigned its sales staff last week. Byron Goodell, manager of the eastern division tv force was appointed national director of tv sales, replacing Edwin T. Jameson, who resigned. In another move, Jack Treacy, tv salesman, and William Buschgen, radio salesman, both in Detroit, move to Chicago.

VIEWMANSHIP!

The BIG difference is WMAR-TV

The WMAR-TV audience delivers VIEWMANSHIP – proven assurance that the advertiser's message will be seen and heard by viewers who consider WMAR-TV *their* station. This is more than station loyalty. It is the result of comprehensive local programming plus top CBS network shows . . . backed by intensive promotion!

WMAR-TV again leads the other Baltimore TV stations with more quarter-hour firsts based on both homes viewing and ratings from sign-on to midnight (Nielsen, April 1961; ARB, April 1961)

In Maryland Most People Watch

WMAR-TV

CBS TELEVISION

CHANNEL 2

SUNPAPERS TELEVISION • BALTIMORE 3, MD.

Represented Nationally by THE KATZ AGENCY, INC.

Y&R FIRST TO BUY NEW BAR TV AUDIT

Agency helps develop check on tv commercial performance

Broadcast Advertisers Reports Inc., New York, in cooperation with Young & Rubicam, New York, has devised a new service to check more closely on local station performance of clients' commercials (CLOSED CIRCUIT, May 29).

William B. Matthews, Y & R vice president and director of media relations and planning, announced last Wednesday (May 31) that the agency has become the first subscriber to BAR's recently-developed Television Performance Audits. The new service, he said, was originated in cooperation with Young & Rubicam to "meet the need for more exact proof-of-performance methods in television."

The service, to be made available to other BAR subscribers, will compare television schedules and commercial copy supplied by an agency against the actual telecast. Heretofore, BAR has kept a chronological log of stations' commercials, but did not have access to the original order by an agency. Under the new service, by comparing what the agency ordered with what the station used, Television Performance Audits can certify whether the correct product and copy were broadcast and whether length, date and time of commercial occurrences were according to agency specifications.

BAR has provided a monitoring service to agencies and other clients since 1955, using clock-synchronized tape recordings of each station's full broadcasting day for one week, four to six times annually, depending on the importance of the market. BAR now covers 75 major markets and is delivering a total of 1,060 station audits annually.

Available to Others ▪ A BAR spokesman said the new Television Program Audits service is priced at about 60% over the cost of its basic service, and will be available to all subscribers.

Mr. Matthews called the new service "a significant advance over the traditional station affidavit system whereby stations submit written confirmation of performance on the basis of which agencies authorize payment. He noted that there is "no proof of performance other than the broadcaster's or the seller's own certification."

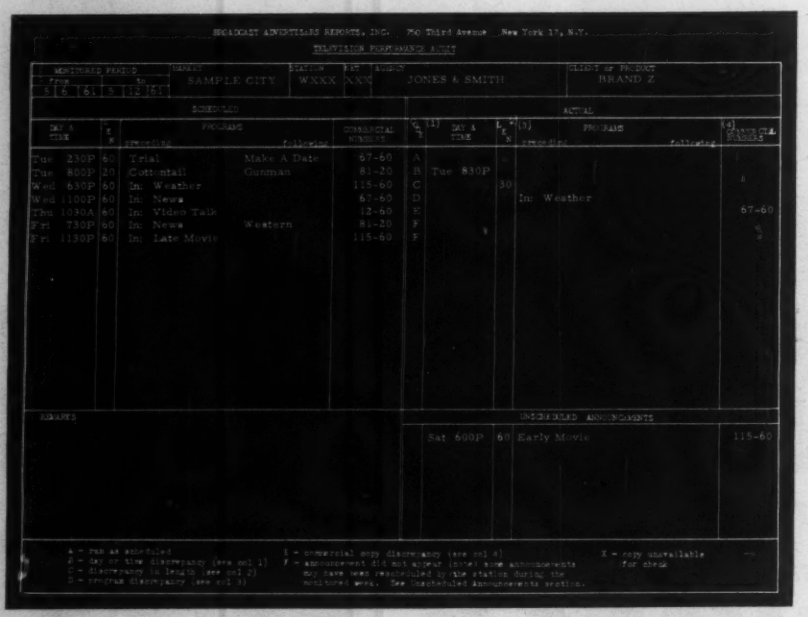
Mr. Matthews said BAR's new service will provide individual reports by client, showing (1) the extent to which the schedule is broadcast correctly—including correct copy rotation—plus a verified control sheet for the client's auditor and (2) a specific notation of each discrepancy for the media buyer's resolution or corrective action.

Young & Rubicam has campaigned for a long time against over-commercialization by tv stations. More than two years ago, Y & R called a news conference at which Mr. Matthews revealed a BAR study at that time showed "extreme over-commercialization" by many local stations [BROADCASTING, March 16, 1959]. In recnt weeks, Y & R, led by its president, George H. Gribbin, has protested loudly against ABC-TV's intention to increase the station break time of its affiliates from 30 to 40 seconds.

In its reports to agency subscribers on the fourth quarter of 1959, BAR listed 9,898 local station violations of agency tv standards. The figure dropped to 9,514 for the same period of 1960. These violations included triple-spotting, over-commercialization, product conflict and overtime station breaks.

Mr. Matthews referred to this comparison and said: "From the first Y & R has felt that offering the best possible checking facilities is an important agency responsibility in protecting the tv investment of its clients. It provides an effective audit to assure full value is being delivered for every dollar spent. In addition, it helps to prevent irregularities from occurring; the record shows a year-by-year decrease in the number of discrepancies in the markets monitored by BAR."

In a pointed reference, Mr. Matthews observed that newspaper and magazine media share the responsibility and cost in supporting such checking, but the broadcasting media, at present, does not.



BROADCAST ADVERTISERS REPORTS, INC. 720 Third Avenue New York 17, N.Y.

TELEVISION PERFORMANCE AUDIT

MONITORED PERIOD From	To	MARKET	STATION	AGENCY	CLIENT or PRODUCT
5 6 61	5 12 61	SAMPLE CITY	WXXX	JONES & SMITH	BRAND Z

SCHEDULED						ACTUAL					
DAY & TIME	L. S.	PROGRAM (Episode)	(Edition)	COMMERCIAL (Copy)		DAY & TIME	L. S.	(1) PROGRAM (Episode)	(Edition)	(2) FOLLOWING PROGRAM	
Tue 230P	60	Trial	Make A Date	67-60	A						
Tue 800P	20	Cottontail	Gunman	81-20	B	Tue 830P					
Wed 630P	60	In: Weather		115-60	C		30				
Wed 1100P	60	In: News		67-60	D			In: Weather			
Thu 1030A	60	In: Video Talk		12-60	E						67-60
Fri 730P	60	In: News	Western	81-20	F						
Fri 1130P	60	In: Late Movie		115-60	F						
REMARKS						UNSCHEDULED ANNOUNCEMENTS					
						Sat 600P	60	Early Movie			115-60

A = ran as scheduled
B = day or time discrepancy (see col 1)
C = discrepancy in length (see col 2)
D = program discrepancy (see col 3)
E = commercial copy discrepancy (see col 4)
F = announcement did not appear (other announcements may have been rescheduled by the station during the monitored week. See Unscheduled Announcements section.
X = copy unavailable for check

A sample of Broadcast Advertisers Reports Inc.'s new Television Program Audit report notes on the left what an agency ordered and on the right what the station actually carried. Under column marked code (right center) this sample shows that one commercial ran as scheduled (A); another had a day or a time discrepancy (B); a third had a discrepancy in length (C); a fourth shows the commercial did not run on the program ordered (D); a fifth showed a commercial copy discrepancy (E) and a sixth and seventh commercial did not appear but may have been rescheduled (F). Report indicates one of these announcements was rescheduled.

Tv Code guidelines adopted for toy ads

NAB's Television Code was strengthened June 1 by its Tv Code Review Board to provide rules covering unethical or misleading appeals to children in advertising for toys.

The board adopted "common sense guidelines" bearing the approval of Toy Manufacturers of the USA. E. K. Hartenbower, KCMO-TV Kansas City, code chairman, and Edward P. Parker, president of the toy association, said in a joint statement:

"Children, especially pre-schoolers, are highly dependent on the guidance and direction of the adult world around them—television included—for their individual development. Since younger children are not in all situations able to discern the credibility of what they watch, they pose an ethical responsibility for others to protect them from their own susceptibilities."

The guidelines warn against commercial dramatizations that unfairly

This shopper is not an impulse buyer. He's evaluating performance, quality, technology, and another very important thing—price. He's considering a broadcast transmitter at Collins. He's come to the right store.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA

New guidelines covering tv toy advertising were adopted as the NAB Tv Code Review Board opened a two-day Washington meeting June 1. At the start of the meeting these members were present (l to r): Lawrence H. Rogers II, WKRC-TV Cincinnati; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; E. K. Hartenbower, KCMO-TV Kansas City, board chairman; Mrs. A. Scott Bullitt, KING-TV Seattle. James M. Gaines, WOAI-TV San Antonio, Tex., was absent when the photo was made. Two code board members were excused from attendance: Joseph Herold, KBTV (TV) Denver, Colo., and George Whitney, KFMB-TV San Diego, Calif.

glamorize a toy and make it seem to be more than it is. They urge, too, that tv toy advertising avoid "over-simplification such as 'only' and 'just' applied to the price of a toy exceeding a few dollars" as well as implications that possession of the toy is a status symbol. They urge that advertisers avoid "hammering the sales message" to demand a child's attention and suggest instead that the appeal be based on imagination and facts about the toy.

The guidelines are general in nature rather than dogmatic, it was explained, and are designed to help those who create and produce commercials as well as those who clear copy.

Business briefly...

Matson Navigation Co. (Matson Lines) will present a new 10-minute radio series called *Seaway to Hawaii,* expressing in music and story the theme that boarding a Matson ship is like stepping into Hawaii itself. The show will star Dave McElhatton and will be broadcast three nights a week by the CBS Pacific coast network, and also by CBS in St. Louis, Chicago, Washington, D. C., Philadelphia, Boston and New York.

R. J. Reynolds Tobacco Co. (Camel cigarettes), sponsor of tv's first coast-to-coast regularly-scheduled news program, returns to news sponsorship July 3 as co-sponsor of NBC-TV's *Huntley-Brinkley Report* (Mon.-Fri. 6:45-7 p.m. EDT). Camel, through William Esty Co., will alternate on the show with Texaco (CLOSED CIRCUIT, May 29). The Camel order is for 65 weeks and has three-year renewal options. With two sponsors, the NBC News program will yield at premium rates about $12 million annually. R. J. Reynolds sponsored NBC-TV's *Camel News Caravan* from 1949 to 1956. Texaco started sponsorship of *Huntley-Brinkley* in April 1959.

Shulton Inc. (Old Spice toiletries for men) N. Y., ordered radio spot schedules in 48 top markets as part of its Father's Day advertising and promotional campaign. Agency: The Wesley Assoc., N. Y.

Squirt Co. through Donahue & Coe, L. A., has begun partial sponsorship of the Bing Crosby-Rosemary Clooney program on a nationwide CBS Radio network of more than 200 stations. Squirt has 10 minutes of the 20-minute network program every other day Mon., Wed., Fri., one week, Tues., Thurs., the other. Truck banners, carton stuffers and streamers are available to bottlers for local tie-ins with the broadcasts.

E. L. Bruce Co., Memphis, Tenn., is using four tv stations in New York for a 10-week test campaign, which resulted in 300 calls from prospective customers and the sale of 15 residence pools in the first two weeks of the test drive. The company started in tv May 1, using two minute commercials in a 15-spot per station week-end saturation program on WNBC-TV, WPIX (TV), WOR-TV and WNTA-TV, all New York. A revised schedule started May 24, with one-minute nighttime spots from Wednesday through Sunday. The company reports that if audience response continues at the present rate it will sell 125 pools (average cost: $3,800) by the end of the 10-week test. Agency: Stahl & Lewis Adv., N.Y.

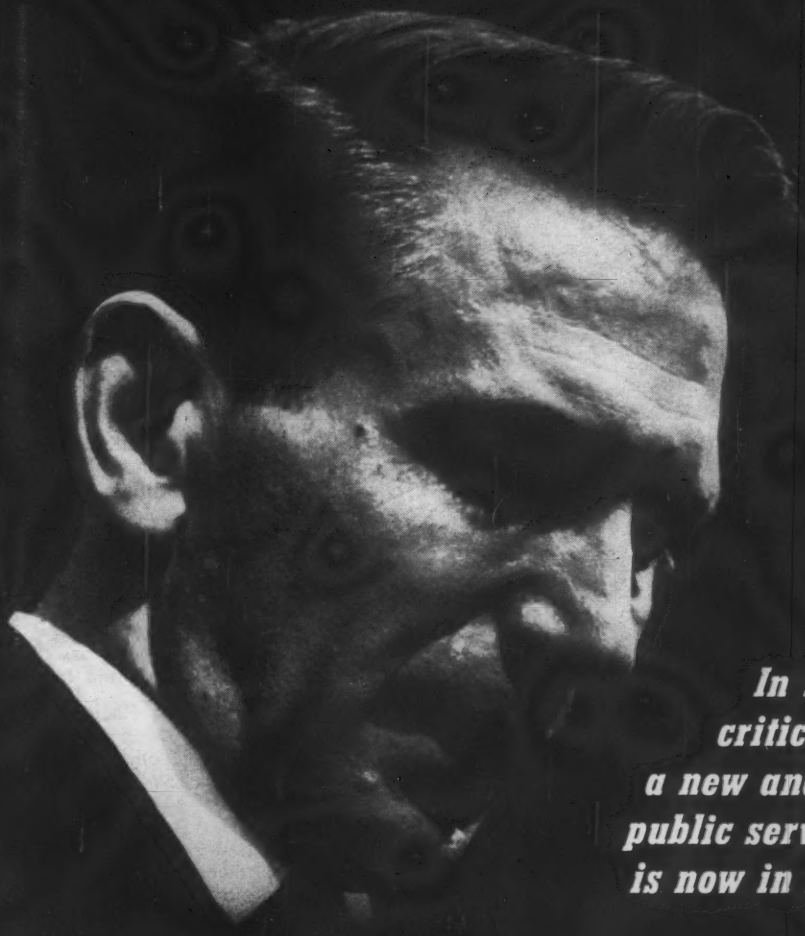
Johns-Manville Corp., N. Y., will introduce a "wheel of safety" campaign in behalf of J-M Brake Lining Product line starting this week. The two-week drive features one-minute radio spots on 95-100 stations in 70 major markets. The spots, stressing the importance of regular safety check-ups, will be aired at top auto traffic periods in each area. Agency: Cunningham & Walsh, N. Y.

Gillette Safety Razor Co., Boston, bought six 30-minute participations in the seven-part ABC-TV *Presidential Mission* series covering President Kennedy's heads-of-states meetings in Paris, Vienna and London. The programs began May 31 and will conclude June 5. Agency: Maxon Inc., Detroit.

The Procter & Gamble Co., Cincinnati, Ohio, will sponsor *Hollywood: The Golden Years,* hour-long special covering the pre-talkies era in movies. Gene Kelly is host on the David L. Wolper produced documentary to be seen on NBC-TV, Nov. 29 (Wed., 7:30-8:30 p.m., EDT), pre-empting *Wagon Train.* Agency Benton & Bowles, Inc.

Agency appointments...

- Hotel Okura, Tokyo, appoints Friend-Reiss Advertising, N. Y.
- Lone Star Gas Co., (natural gas) Dallas, Tex., appoints BBDO.
- A. E. Staley Manufacturing Co., Decatur, Ill., appoints Maxon Inc., Detroit as agency for three of its grocery products, Raindrops, water softener; Diaper-Sweet, Diaper washing deodorizer; George, cleaner, budgeted in excess of $500,000 over the next 12 months.
- Delta Air Lines, Atlanta, Ga., appoints Gaynor & Ducas, Beverly Hills, Calif., as its public relations agency for western operations.
- Wyler & Co. (food, soft drink products) Div. of Borden Co., Chicago, appoints Campbell-Ewald effective Sept. 1.
- Armstrong Cork Co., Lancaster, Pa., announces BBDO now is agency for all its domestic advertising by adding its building products division to other Armstrong advertising already handled at BBDO.
- Vic Tanny Enterprises Inc., Hollywood, appoints Kastor Hilton Chesley & Clifford, N. Y., as its agency, effective June 26, to handle all operations with the exception of the western division which will remain with Stahl & Lewis Adv., Hollywood, Tanny's current agency. The budget is approximately $2 million. A shift in media plans is contemplated under which newspapers and spot radio will be tested. Heretofore, Tanny has employed spot tv exclusively, using 60- and 90-second announcements. The new agency is recommending 10- and 20-second tv spots plus newspapers and spot radio.



In this critical time... a new and important public service program is now in syndication!

DR. ALBERT BURKE'S "A WAY OF THINKING"

It started in New York on WNEW-TV! Jack Gould of the N. Y. Times wrote—"An exciting new voice has come to television. It is provocative, sensible and challenging!" Now, the dynamic Dr. Burke is seen each week on these stations: WTTG-TV, Washington, D. C.; KOVR-TV, Stockton-Sacramento; KRON-TV, San Francisco; WSM-TV, Nashville; WMT-TV, Cedar Rapids; WFGA-TV, Jacksonville; KMBC-TV, Kansas City; WFLA-TV, Tampa; KRNT-TV, Des Moines—and more signing up each day!

A WAY OF THINKING is a series of news essays delivered straight-from-the-shoulder by a man who has been highly praised by Senators, Congressmen, and business leaders. Dr. Burke's commentaries will reach the most important people in *your* community.

A WAY OF THINKING is a public service series produced by WNEW-TV—recently selected by civic leaders in New York as winner of a Special Emmy Citation for "outstanding and diversified public service programs." *A Metropolitan Broadcasting Station* WNEW-TV 5

Wire or call collect for your audition episode to Charles McGregor, President, BANNER FILMS, INC., 527 Madison Avenue, New York 22, N. Y., PLaza 5-4811.

RE: A GOSSAMER INTANGIBLE

Beneath the beat, beat, beat of the tom-toms lurks the haunting suspicion there must be a far better way to communicate about such a gossamer intangible as *editorial quality*.

It's great. We have it. But what is it?

We think it's what people pay for when they subscribe to a publication. And, like most diaphanous things, it can be measured, if not described.

We think the best measurement of any businesspaper's editorial quality is the number of readers who *pay* to read it. This means they value it, want it. It has that vital intangible called quality. Quality enough to move people to buy it. Quality enough to surround your advertising with reader interest. Quality enough to complement its appeal with the appeal of sound, wanted editorial. Quality enough to deliver a live, interested, paid audience. Just the right quality, in short, for the particular reader who reads it—and the advertiser who wants to reach him.

To find it in a businesspaper, look for the ABP symbol. It is, uniquely, the symbol of that gossamer, diaphanous, tremendously vital and elusive intangible known as quality. And most often, you'll find, it has bred the *quantity* your advertising needs.

THE ASSOCIATED BUSINESS PUBLICATIONS ABP

AUDITED PAID CIRCULATION ABC

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

Eight members of NAB's Radio Code Board attended the June 1-2 meeting. L to r: Herbert L. Krueger, WTAG Worcester, Mass.; Elmo Ellis, WSB Atlanta; Robert B. Jones Jr., WFBR Baltimore; John F. Meagher, NAB radio vice president, who sat with the board; Cliff Gill, KEZY Anaheim, Calif., board chairman; Cecil Woodland, WEJL Scranton, Pa.; Charles Stone, radio code director; George J. Volger, KWPC Muscatine, Iowa; Robert L. Pratt, KGGF Coffeyville, Kan.; Richard O. Dunning, KHQ Spokane.

Radio code restricts personal product ads

Restrictions covering the advertising of intimately personal products on radio were adopted June 1 by the NAB Radio Code Board, which held a two-day meeting in Washington.

The language of the new provision closely follows that of the NAB Television Code. Products generally regarded as unsuitable conversational topics in mixed social groups are classified as unacceptable. Mentioned specifically are products for treatment of hemorrhoids and for use in connection with feminine hygiene.

The Radio Code Board approved the signing of a nationwide monitoring contract with Broadcast Advertising Reports. Both the personal products decision and the contract are subject to approval by the NAB Radio Board of Directors at its June 14-16 meeting in Washington.

John F. Meagher, NAB radio vice president, said 1,248 stations have subscribed to the code under the paid subscription formula adopted last summer. He said 48% of NAB members and 5.3% of non-member stations have subscribed.

A subcommittee recommendation dealing with the procedure to be followed in reviewing questionable copy was adopted by the code group.

Also in advertising...

Neatness theme ▪ "Every litter bit hurts" is the theme of this year's Advertising council campaign for Keep America Beautiful Inc. Dancer-Fitzgerald-Sample, New York, is volunteer agency on the project and David F. Beard, director of advertising, Reynolds Metals Co., Richmond, Va., is national coordinator. All media are being asked to participate during summer and fall.

Radio best policy ▪ A new Radio Advertising Bureau presentation recommends radio as the best policy for the nation's insurance industry. Among the points in its seven-step presentation: "Radio, which covers insurance prospects in more than 96% of U. S. homes, is the premium medium for national insurance companies, as well as agents and brokers." The brochure is supplemented by a 19-page background of the insurance industry, which carried $34 billion in premiums last year, according to RAB.

Larger office ▪ Bernard Howard & Co., station representative, has moved its Chicago office to larger quarters at 35 East Wacker Drive, zone 1. The telephone number is unchanged.

New agency formed ▪ Graphic Marketing has been formed by John Elfstrom, former advertising director of Utility Appliance Corp., to provide marketing and advertising assistance of all kinds, from advertising creation and management to market research, excluding media purchase and placement. Graphic Marketing will occupy its own building at 923 Crenshaw Blvd., Los Angeles.

Barber shop harmony ▪ Radio Advertising Bureau, New York, claims more than six out of 10 barber shops have radio sets turned on during "clipping hours." RAB's barber shop radio listening study, latest in a series of out-of-home listening surveys, gives the following statistics to show the size of the barber shop audience: Some 88 million U. S. males make 846 million visits to barber shops annually; the average customer spends 34.7 minutes in the shop on every visit. The total comes to more than 489 million hours annually.

Why WFMY-TV bought Warner's "Films of the 50's"

Says Jack Markham:

"WFMY-TV had plenty of product on the shelf. But when a group of features like this comes along, we feel that we must not deny our viewers. This looks like the best feature buy available today.

QUALITY PROGRAMMING DEMANDS THE BEST

We felt that we could not afford to be without these features."

Warner's Films of the 50's...
Money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

JACK MARKHAM
Program Director, WFMY-TV
Greensboro, North Carolina

TAFT, TRANSCONTINENT OFFER STOCK

Share offerings for public sale exceed $15 million

Two public stock offerings in broadcast companies, expected to come to more than $15 million, are scheduled in the near future.

Taft Broadcasting Co. stockholders are selling 376,369 shares of common stock through Harriman Ripley & Co., at an estimated price of $25 per share, for $9.4 million. The sellers are mostly trusts within the Taft and Ingalls families.

Transcontinent Television Corp. stockholders are selling 400,000 shares of Class B common stock through Carl M. Loeb, Rhoades & Co. and Bear, Stearns & Co. at an estimated $15 per share to bring in $6 million. The sellers are General Railway Signal Co. and J. D. Wrather.

Registrations of both transactions were filed with the Securities & Exchange Commission last week.

The Taft transaction accounts for about 25% of the 1,527,960 shares outstanding (at $1 par value). The sellers would retain substantial holdings in the Cincinnati-based broadcast firm.

Taft reported net revenues of $11,076,717 for the fiscal year ending March 31. Its net earnings after taxes were $1,580,003, but a special credit boosted them to $2,066,255. The credit came after an Internal Revenue Service ruling that network affiliations cannot be depreciated. This is being challenged by Taft in the U.S. Tax Court.

The funded debt of the Taft company was listed as $1.6 million. The income from its television properties amounted to over $9 million; from radio, over $2 million. Its operating profits, before depreciation, totaled over $4 million from tv; over $400,000 from radio.

The company reported that WKYT (TV) Lexington, Ky., a uhf, had net revenues of $256,901 for the fiscal year, up 29%, and an operating loss of $32,276—down from the previous year's deficit of $104,783. Taft reported that 25% of its income came from networks, 47% from national spot and 28% from local advertising.

The registration statement disclosed that Taft negotiated in late 1960 and early 1961 to buy WKBW-AM-TV Buffalo, N. Y., but the negotiations were terminated. The WKBW stations were sold to Capital Cities Broadcasting Co. (BROADCASTING, May 29).

Bowling Center ▪ It also revealed that the company is negotiating to buy a bowling center (including restaurant facilities) in Brentwood, Ohio, a suburb of Cincinnati, for $1.3 million.

The SEC registration showed that President Hulbert Taft Jr. received $52,668 salary in fiscal year just ended plus $5,858 in profit sharing.

Other remunerations: David G. Taft, executive vice president, $36,195 plus $4,268; Kenneth W. Church, senior vice president, $55,921 plus $5,782; Lawrence H. Rogers II, tv vice president, $42,015 plus an option to purchase 8,200 shares granted in March 1960. Mr. Rogers exercised this option to buy 6,000 shares at $14.31 per share.

The Taft stations are: WKRC-AM-FM-TV Cincinnati, WTVN-AM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky. The company sold its WBIR-AM-FM-TV Knoxville, Tenn., last year for $3¼ million.

General Railway Out ▪ In the Transcontinent transaction, General Railway Signal Co. is selling all its 200,000 Class B common. Mr. Wrather is selling 124,000 shares in his own name and 76,000 held by Devon Corp., of which Mr. Wrather is a 45% stockholder. Mr. Wrather will retain 198,208 shares in his own name.

For the fiscal year ended March 31, TTC reported gross operating revenues of $17,641,893 and net income after taxes of $1,768,612. The registration statement indicated that in 1960 tv contributed 88% of the total broadcast revenues, 18% coming from networks, 57% from national spot and 25% from local advertising. Its outstanding debt amounts to $14,435,150.

The statement also disclosed that TTC paid Edward Petry Co. $690,000 in commissions in 1960. The Petry firm owns 6% of the Class A stock and 13% of the Class B stock of TTC.

President David C. Moore received $49,828 salary in the fiscal year, plus $12,999 as an incentive bonus; Van Buren W. DeVries, vice president, received $35,979 plus $11,043; George A. Whitney, vice president, $51,156 plus $13,034.

TTC stations are WGR-AM-TV Buffalo, WROC-FM-TV Rochester (N.Y.), KFMB-AM-FM-TV San Diego, KERO-TV Bakersfield (Calif.), WDAF-AM-TV Kansas City, and 60% of WNEP-TV Scranton-Wilkes-Barre, Pa.

Gannett Foundation pledges aid to local etv

The Gannett Newspaper Foundation last week pledged $25,000 to educational television in Rochester, effective upon the FCC's approval of an educational facility and an organization to administer it.

According to a statement issued by the trustees of the Foundation, . . . "The newspapers (*Rochester Times-Union* and *The Democrat and Chronicle*) affiliated with Rochester television station WHEC-TV have gladly given many thousands of dollars in air time to such educational programs . . . now it appears likely that there will be a system of educational television on a much broader basis in the foreseeable future. . . . There is contention among interested groups over what form the system should take—uhf, vhf or closed circuit. This will inevitably be reconciled, however and presumably before too long. We commend those who are giving of their time and talents to the study and discussion."

The Gannett Foundation was set up by the late Frank E. Gannett in 1935 to insure continued operation of Gannett newspapers and broadcasting properties (WHEC-AM-TV Rochester; WENY Elmira, N. Y., WINR-AM-TV Binghamton, N. Y.; WDAN Danville, Ill.). It owns most of the class A common stock of Gannett Co. Inc. Its income is distributed to educational and charitable institutions in the communities where the Gannett Co. operates.

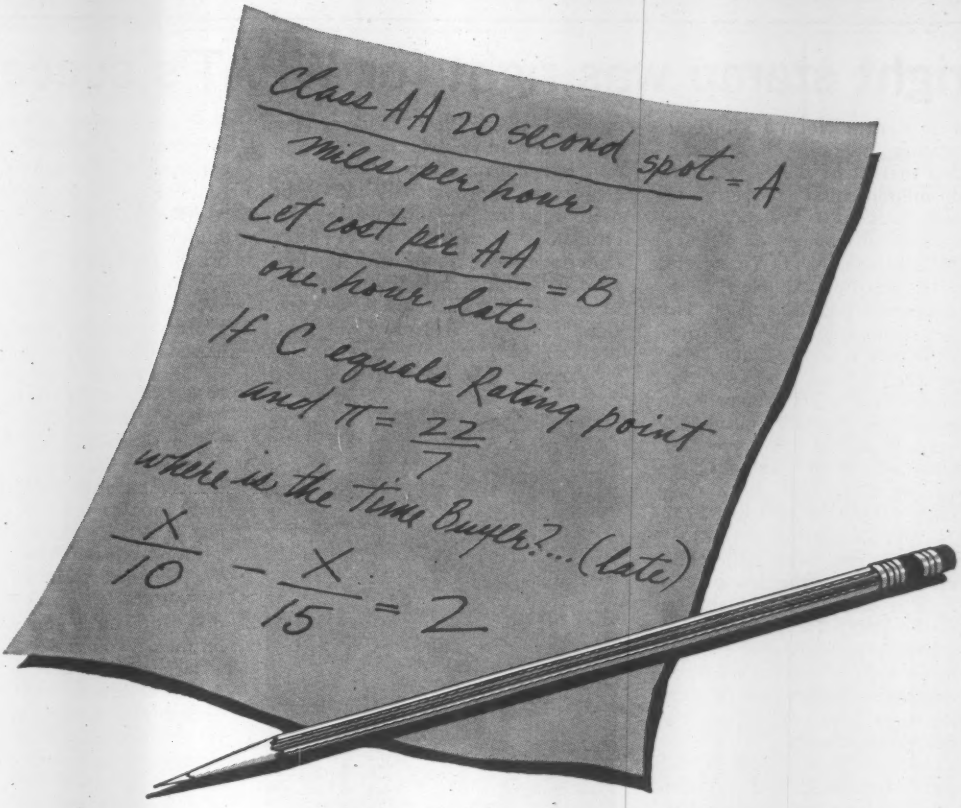
Media reports...

Discounting ▪ Gemco stations (KOKE Austin, KBUY Amarillo and KINT El Paso, all Texas) have announced a single rate plan for the three stations. Giles E. Miller, Gemco president, said that rates would be discounted 5% on two-station buys and 10% on three-station buys. Advertisers also are allowed a 2% discount when billing is paid before the 10th of the month.

Radio report ▪ Avery-Knodel published a 29-page report last week on the 10 western states market, and on facilities offered by the 104 station, line-connected ABC Radio West network, which it represents. The report claims that the regional network reaches 25,844,200 people, notes past and future growth of the area, and highlight's radio's cost efficiency as compared to other advertising media.

Unlimited account ▪ KWPC Muscatine, Iowa, has met head-on a move by the *Muscatine Journal* to close city council meetings to radio news coverage. In an air editorial, the station said the people have a right to hear council proceedings and not be limited to the account of a single newspaper reporter. George J. Volger, KWPC general manager, said the station has been covering the sessions for some time and intends to continue the service.

New office ▪ Golden West Broadcasters (KMPC Los Angeles, KVI Seattle,


Class AA 20 second spot = A
miles per hour
Let cost per AA = B
one hour late
If C equals Rating point
and π = 22/7
where is the time Buyer?...(late)
X/10 − X/15 = 2

Minutes Matter to Time Buyers

A fresh young college graduate, eager to find a job as a time buyer, wangled a five o'clock interview with the Media Director of an advertising agency.

Rumor had it that the M.D. was a punctilious person who went by the book.* To insure a favorable impression of his own punctilious habits, the youth wanted to arrive on the spot precisely at the appointed hour.

If he averaged 15 miles an hour he would arrive an hour too soon. If he averaged 10 miles an hour he would arrive an hour too late.

See if you can figure out what speed he should average, and the distance he had to go. Send us the correct answers and we'll send you one of our unique new prizes. It may be round or it may be rectangular. Either way, we guarantee it's a gift worthy of your mathematical talents if you can solve this puzzle.

**ARB, to be exact, which shows that WMAL-TV has the largest share of the Washington, D. C., market from 6 P.M. to Midnight, all week. (April '61)*

wmal-tv

abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

Wright stamp was right for WPAT's success

How do you transform a $300,000 radio station, operating in the top broadcast market of the U. S., into a multi-million-dollar property in 11 years? Dickens J. Wright, president and general manager of WPAT-AM-FM Paterson, N. J., (it covers the greater metropolitan New York area) apparently has the answer. He took over management of the station in 1950, bought it in 1954, and carefully nurtured it from a $73,000 annual money-loser to its present position as one of the more profitable radio stations in the country. Last month he sold it to Capital Cities Broadcasting Corp. for more than $5 million, subject to the usual FCC approval (AT DEADLINE, May 8).

But Mr. Wright, who will retain his same titles under the new ownership, finds it difficult to explain the "secret" of WPAT's success. He credits it to a painstakingly thought out combination of tasteful programming, restrictive supervision of commercials, rigid sales policies and enlightened management.

This combination has made WPAT an object of intense interest and emulation by many other broadcasters. Mr. Wright estimates that in the last four or five years he's received about 1,100 requests for information from radio stations all over the world. All want to know how they too can achieve some of WPAT's startling results:

WPAT broke previous billing records 10 years in a row; national advertising accounts for 95% of all business; three consecutive years of 98% renewals in national advertising; total business for the first quarter of this year was up 17% and new advertising was up 94% over comparable totals last year. It's anticipated that WPAT will have a minimum 25% increase in gross billings in 1961 over 1960, marking the sixth consecutive year that the station has shown a gross billings increase of approximately 25% or more over the preceding year. Also estimated: a penetration of more than one million homes with an audience of about eight million listeners in an area that includes New York, Long Island, New Jersey and Connecticut.

Although Mr. Wright has been

open-handed in explaining his unusual operation techniques to questioners, few stations have been able to equal WPAT's wide acceptance by audience, advertisers and critics. (WSKP, a 250 w, fully automated station in Miami, is one of the exceptions. Mr. Wright and his program director David Gordon, anxious to see what would happen in a smaller market, took great pains to help the station formulate a WPAT programming concept. The result is that WSKP is now a highly prosperous property.)

WPAT, like George Bernard Shaw's Eliza Doolittle, was a loud, brassy ragmuffin turned into a shining, soft-spoken, carefully modulated showcase by Dickens Wright, its own Professor Henry Higgins. A silver-haired, debonair, strikingly groomed, former radio time salesman with WMCA and WMGM New York, among other stations, Mr. Wright began rebuilding WPAT's image in 1950 when he was hired to manage the station after performing successfully for two years in a similar capacity at WICC Bridgeport, Conn.

Good Music Policy ▪ When Mr. Wright took over its management, WPAT was a typical community station. It featured an indefinite mixture of music and news and maintained a large stable of disc jockeys and featured artists. Mr. Wright had done a lot of experimenting at WICC. He realized that high-pressure competition from tv and other radio stations could hinder WPAT's progress. The formula to combat both competitors, he decided, was "good" music and consideration for listeners.

At the time the station featured a daily three-hour classical program called *Gaslight Revue* programmed back-to-back with a hillbilly music show. Gradually Mr. Wright began to stamp his personal taste into the programming format of the station. Over the course of the next four years he "pulled down" the classical and "pulled up" the country music until he worked out a reasonably better blend of the two programs, retaining as much as he could of both audiences. *Gaslight Revue,* which now constitutes five hours of the station's 24-hour programming sched-

Wash., and KSFO San Francisco) has opened a new sales office at 550 Fifth Ave., New York, with Steve Crowley, formerly of KVI, in charge. The new office will work in cooperation with AM Radio Sales, GWB's rep firm, and will devote primary efforts in obtaining sports features for the GWB stations.

Joint internship ▪ WMIL Milwaukee and Marquette U., that city, have established a joint internship program for advanced students in Marquette's school of speech. Students interested in going into radio, television or allied fields after graduation will work at the station as part of their classwork. The interns receive no pay but are given a grade at the end of the semester.

New station ▪ KFIF Tucson, Ariz., is scheduled to begin broadcasting late this month. The station operates on 1550 kc with 50 kw. It is owned by Southwest Broadcasting Co. Offices are at 257 N. Stone Ave., Tucson. Power will be supplied by a model 317B transmitter made by Continental Electronics, Dallas.

RTRA exceeds quota ▪ Radio-Television Recording & Advertising Charities, fund raising organization of the Los Angeles advertising and entertainment industries, has raised more than 99% of its $300,000 goal for the 1960-61 campaign, Cy Pearson, treasurer, reported. With solicitations scheduled to continue until June 30, receipts are expected to exceed the quota. Funds raised by RTRA are distributed to charitable organizations, eight national charities and 135 other specialty designated by contributors. An award was presented to Jim Melik, RTRA chairman at CBS, for leading his co-workers at CBS, who increased their contribution 38% over last year's total.

Tape distribution ▪ WLIB New York plans to distribute tapes of its "outstanding programs" to stations which

ule, from 7 p.m. to midnight, daily, is still the soul of WPAT's operation. It features soft, sweet instrumental music with practically no voice intrusion into the serenity of the prevailing mood.

Mr. Wright also began to pay stricter attention to the commercials used on the station. He knew that the eventual goal of WPAT was an almost entirely national advertising concept. "I was tough on commercials, even local ones," Mr. Wright explains. "To me a one-minute spot is 125 words (compared to the upwards of 200 words devoted to similar messages on some stations) and I kept it that way."

An Iron Hand ▪ He policed commercials with an iron hand. Certain types of commercials, like deodorant promotions that went into great detail, were flatly rejected. Others had to document superlatives, staying within the tight boundaries of good taste, as judged by Mr. Wright. Oversaturation by any one advertiser was forbidden. He also cut operating costs by trimming his staff to a workable minimum. The station now employs a full-time force of 48, compared to an estimated 100 or more persons working for competitor stations. By the end of 1950, Mr. Wright's innovations began to pay off. The station's 1949 deficit of $75,000 was turned into a $50,000 profit, and nine new national sponsors were added to the fewer than five that had been advertising.

In 1954, Mr. Wright joined with three associates in purchasing WPAT from its then-owner, *The Passaic Daily News,* for $300,000. Once firmly in control of the station as president and general manager, he completed the reincarnation of WPAT in his own soft-sell image.

He enforced a single-rate-card policy, with no off-card deals tolerated and with commercials limited to brief intervals every half-hour from 7 p.m. to 6 a.m. and only once every 15 minutes from 6 a.m. to 7 p.m. Five-minute news summaries, aired in conjunction with the *New York Daily News* every hour on the half-hour throughout the day, and at 6, 7, and 8 a.m. and 5, 6, and 11 p.m., are preceded and followed by tersely worded commercials. In between times uninterrupted music, ranging from the classical to musical-comedy, is the sole presentation.

One-minute spots range from $80 to $48, depending on frequency, during the daytime and go up to $100 to $60 during the prime-time *Gaslight Revue* period.

Though tasteful commercial and hard-shelled sales policies have played important roles in the station's rise to critical and financial prominence, program content is still WPAT's most important commodity. Chief architect of its programming format is dark and intense David Gordon, program director since 1954 and former music librarian for WOR New York. Mr. Gordon defines the melodies heard on WPAT as "entertainment music." He says the station's repertory is very diversified comprising "savage as well as sentimental selections." To critics who claim the station emphasizes romantic music, he replies, "Louis Armstrong or Lotte Lenya singing 'Mack the Knife' could hardly be called sentimental, and theatre tunes of that type constitute half our repertory."

Repetition of melodies is another oft-heard criticism of WPAT's programming format. Mr. Gordon says that repetition is done intentionally. "We want to saturate our audience with good music," he explains. "Anything good can be repeated. We try to do variations on a theme. We may start with a big treatment of a tune, follow it with the same thing done in a foreign language, and then use a jazzy arrangement of it. All the while we try to avoid repetition of the same chorus by coming in on the secondary part of the phrase last heard."

Mr. Gordon also denies that the station's music has a strictly tranquilizing effect on its listeners. "It's all relative," he says. "To a rock 'n' roll fan our music is tranquil and serene, to chamber music fans it's exciting and dynamic."

25 Years Early ▪ Mr. Gordon feels that WPAT's "overall music concept is 25 years ahead of its time," and that imitators have not been successful in copying the station's programming format because they "play what the recording industry feeds them without any clear concept of what their musical programs should be." WPAT presents composed programs, Mr. Gordon says. "The material doesn't dictate to us; we dictate to the material."

When pressed for a catchall formula for his much talked-about success, Mr. Wright explains that "people all over the world enjoy music. Give the music the right climate and you'll have an audience, and treat your audience right over a long period of time—do not violate their confidence and trust—and you'll have more staying power than any other station."

Does the sale of his station to Capital Cities, which already owns six other radio and tv outlets not counting the purchase last month of WKBW-AM-TV Buffalo (BROADCASTING, May 29), mean that eventually WPAT will be the flagship outlet in a network of fine music stations?

"The answer to the question lies in my reasons for selling to Capital Cities after turning down many attractive bids over the past several years," Mr. Wright says somewhat enigmatically. "I sold to Capital Cities because they're capable, professional people on the move."

request them. The syndicate plan was placed into motion when the station offered the tape of Attorney General Robert F. Kennedy's civil rights speech at the U. of Georgia. The tapes, 21 in all, were sent to Negro-programming stations in all the major cities, and to non-Negro-programming stations in Massachusetts, California, and Pennsylvania.

New stations ▪ NBC Radio's affiliation total rose to 192 with the addition of KATO Safford, Ariz., a new station owned by Willard Shoecraft. Mr. Shoecraft also operates KIKO Globe-Miami, Ariz., another NBC affiliate.

Public affairs reaction ▪ Live presentation by KGW-TV Portland, Ore. of a controversial hearing by the Portland city council on an application by Freedom Center Inc., a local group wishing to solicit funds to fight communism, brought unprecedented public response in the form of telephone calls and letters, almost 100% favorable. The station was cited in a proclamation by the city of Portland for its 5½-hour coverage of the hearing.

Airs champs ▪ WCAU Philadelphia for the 11th consecutive season will broadcast the exhibition and regular season schedule of the Philadelphia Eagles, 1960 champions of the National Football League. Sharing the sponsorship are The Rambler Dealers of Philadelphia—American Motors (50% through Geyer, Morey, Madden & Ballard); Household Finance Corp. (25% through Needham, Louis & Brorby) and Dow Chemical Co. (25% through MacManus, John & Adams).

Full-time stereo ▪ KSHE-FM St. Louis will begin early in August broadcasting full-time stereo at 94.7 mc. The station's power will be increased from 5 kw to 25 kw at the time of the stereo conversion and shortly thereafter to 35 kw. Plans are being made to increase pow-

er to 250 kw by 1962. KSHE will continue to broadcast 11 hours of live commentary per week, with a liberal offering of musical comedy, variety, opera, symphonic music, jazz and special features.

New catv ▪ Construction is scheduled to begin in July on a new $250,000 catv project for the East Texas Transmision Co., making available Dallas-Ft. Worth television to subscribing home viewers in east Texas. The signals will be transmitted by a microwave communication system being built by Collins Radio Co.'s Texas Div. The microwave equipment will consist of four simplex channels using Collins' 552A-6 RF transmitters and 551A-6 receivers operating in the 5825-6425 mc common carrier band.

On the move ▪ Teleglobe Pay-Tv System Inc., has moved its offices to 400 Madison Ave., N. Y., room 1010.

Good neighbor policy ▪ Mutual and CHUM Toronto have entered into an agreement whereby the network will provide CHUM with its news and special events features, and the station will serve as Mutual's Toronto and Ottawa Bureaus. The agreement went into effect last Monday (May 29).

On the move ▪ Robert E. Eastman & Co., national station representative, moved its New York headquarters to the former home of Time Inc. at 1 Rockefeller Plaza last week.

Conway Award ▪ WGAR Cleveland has won the Twyla M. Conway Award for its presentation of *Open Forum* weekday evenings at 8:15. The award was presented to WGAL by Dr. William Levenson, assistant superintendent of Cleveland public schools on behalf of the Radio-Television Council of Greater Cleveland.

New awards ▪ Special awards will be established this year by the Kansas Assn. of Radio Broadcasters for the Kansas station with the best broadcast editoral and with the best local public affairs campaign. The announcement was made by Thad M. Sandstrom, KARB president. E. J. McKernan, president and general manager of KVOE Emporia, will chairman the committee handling the project.

Negro program consultant

WAOK Atlanta has gone into the consultant field with the formation of AOK Management Services, specializing in Negro radio programming and allied fields. Heading the operation is Stan Raymond, president and commercial manager of WAOK. The firm is located at 110 Edgewood Avenue, Atlanta, Ga.

Kentuckians honor 'inventor of radio'

A ceremony honoring Nathan B. Stubblefield, of Murray, Ky., as "the inventor of radio" was performed May 18 at the Kentucky Broadcasters Assn. spring meeting in Louisville.

A display of patents, licenses, letters and other papers established that Mr. Stubblefield broadcast the words "Hello Rainey, Hello Rainey" to Dr. Rainey T. Wells, of Murray, in 1892 (BROADCASTING, Sept. 16, 1946). At that time Guglielmo Marconi, often called the inventor of wireless, was a 10-year-old boy in Italy.

James L. Johnson, executive secretary of the Murray Chamber of Commerce, addressed KBA, describing the early experiments. A plaque commemorating the Stubblefield experiments was presented by Charles Shuffett, of WNBS Murray. The call letter comes from the Stubblefield initials.

Mr. Johnson described the Kentucky inventor as an eccentric genius lacking in business know-how who was bilked of his patents and died of starvation after having destroyed models of his inventions. These included a vibrating telephone in 1882, dial telegraph system in 1890, electric storage battery in 1898, ship-to-shore voice transmission in 1902 and patenting of the wireless telephone in 1908. The Stubblefield heirs won a New York Supreme Court ruling establishing their claim to patent rights but the claim was voided by the state's statute of limitations.

NAB committee hears Collins revamp plans

BOARD TO ACT ON SUGGESTED REVISIONS JUNE 14-16

The NAB reorganization plans of President LeRoy Collins were reviewed June 1-2 at meetings with his advisory committee, held in Washington preparatory to the NAB combined board meetings starting June 14.

Attending the meeting were Clair R. McCollough, Steinman Stations, NAB board chairman; Thomas C. Bostic, KIMA-AM-TV Yakima, Wash., chairman of the NAB Radio Board, and Dwight W. Martin, WAFB-TV Baton Rouge, La., chairman of the Tv Board. Gov. Collins created the committee to advise him on association and industry matters.

The reorganization project is designed to revise the NAB administrative structure as well as its boards and committees to improve efficiency. It is not expected to deal with personnel at Washington headquarters but rather the handling of broad-scale industry problems. Robert K. Richards, head of his own public relations firm, is reorganization consultant to Gov. Collins.

At a joint board meeting the morning of June 14, the reorganization plan will be submitted to all directors (CLOSED CIRCUIT, May 29). They will have a chance to review it and vote, probably June 16.

Mr. Bostic retires as Radio Board chairman June 15, with the expiration of his term on the board and a new chairman will be elected.

Board members will attend an orientation session June 13 at NAB Washington headquarters. The board meetings start the next day at the Statler Hilton Hotel. The radio board directors meet June 15, the tv directors June 14 and 15. A board reception will be held the evening of June 15.

The three-day board meeting will go into the piled-up legislative and regulatory problems and what NAB can do to cope with them. At the winter board meeting Gov. Collins roughed out his long-range program to build up NAB's leadership under his administration.

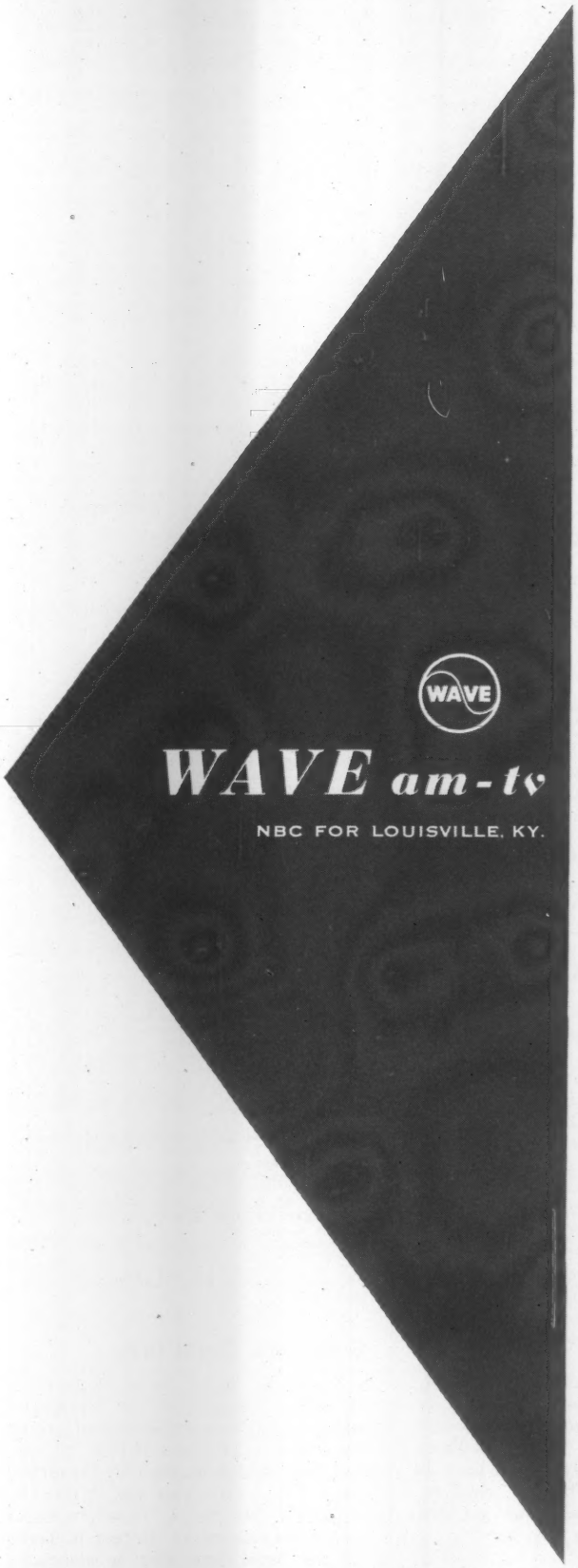
Union charge dismissed in KXTV (TV) dispute

A charge by the National Assn. of Broadcast Employes & Technicians that KXTV (TV) Sacramento, Calif., violated labor laws was dismissed May 26 by Roy O. Hoffman, regional director of the National Labor Relations Board.

The director held there was no evidence of any failure by KXTV, a Corinthian station, to meet and bargain in good faith. This is the second time NLRB has dismissed NABET charges against KXTV.

Previously an NLRB examiner recommended to the board that American Federation of Television & Radio Artists and NABET be ordered to cease what were described as unfair threats against KXTV. Three months ago the U. S. District Court in Sacramento enjoined the unions from alleged misconduct pending NLRB's decision (BROADCASTING, May 15).

Robert S. Wilson, KXTV general manager, said the station is proceeding with its suit for $105,000 damages against the two unions.



ANNOUNCES

THE APPOINTMENT OF

THE KATZ AGENCY, INC.

AS

NATIONAL ADVERTISING

REPRESENTATIVE

EFFECTIVE JUNE 4, 1961

NEW YORK
CHICAGO
DETROIT
ATLANTA
ST. LOUIS
SAN FRANCISCO
LOS ANGELES
DALLAS
MINNEAPOLIS
BOSTON

Three fms meet date for multiplex stereo

A new form of broadcasting—fm multiplex stereo—went into operation officially June 1 with FCC sanction. Three stations announced they went on the air at midnight May 31 in their respective time zones.

WGFM (FM) Schenectady, N. Y., said it started broadcasting at midnight in the Eastern Time zone, the starting date approved by the FCC. A General Electric-owned station, it used the FCC-sanctioned GE-Zenith multiplexing system, playing Command Persuasive and Provocative Percussion stereo records for programming. Regular afternoon and evening stereo service was started at 4 p.m. June 1 on a 20-hours-weekly basis.

Zenith Radio Corp., Chicago, announced its WEFM(FM) broadcast a one-hour stereo multiplex program starting at midnight May 31, Central Time. A limited schedule of stereo programs will be broadcast until autumn, when more home reception equipment can be reached. L. C. Truesdell, Zenith Sales Corp. president, wrote dealers June 1 that the new line of Zenith stereo sets will be shown shortly after Labor Day.

KMLA(FM) Los Angeles, announced June 1 it, too, went on the air at midnight, (Pacific Daylight Time). It used Calbest Electronics equipment, according to William Tomberlin, KMLA executive vice president. Mr. Tomberlin said listener and sponsor interest will determine the amount of time to be devoted to stereo.

At the FCC it was stated WGFM and WEFM had been granted type approval for stereo broadcasting at 2 p.m. May 31.

Crosby Electronics, Syosset, N. Y., announced last week it has shipped its first consignment of commercially-produced multiplex adapters to Allied Radio Stores, Chicago. Its model MX-101 lists at $69.95.

WUPY (FM) Boston, which had announced it would start fm stereo June 1, postponed its opening of service pending FCC type approval, according to Harvey Sheldon, president.

Day lets tv have it, asks network licensing

A former CBS newscaster turned educational radio station manager poured it on his old flame last week in Washington.

John F. Day, former CBS vice president who now manages New York's educational radio station WBAI, called for a permanent citizens' committee to watchdog broadcasting.

Speaking at a conference sponsored by the Fund for the Republic Inc., Mr. Day recommended that the FCC be empowered to license networks. He warned that program regulation by the FCC may someday be necessary.

In a bitter denunciation of American tv, Mr. Day told the conference that of all mass media tv has the greatest impact but has been "more malignant than otherwise."

"It is incredible to me that broadcasters can report proudly that 50 million people spend between five and six hours a day watching television," Mr. Day said, "and yet maintain that television is not in part responsible for what the American people are, or are like today." He added that tv has a tendency to "leave the mass audience with an impoverished, shallow, ultimately betraying conception of the real world."

The Fund for the Republic conference discussed the American character, and included a scrutiny of business ethics, broadcasting, newspapers and movies. Others on the program were Edward L. Cushman, vice president of American Motors Corp.; Perry Miller, Harvard U., and historian Henry Steele Commager.

California AP group honors member stations

Members of the California Associated Press Radio & Television were honored for outstanding 1960 performances in broadcast journalism at the group's annual convention held in Paso Robles. The awards: Television—

News—Metropolitan Div.: Certificates of Excellence to KNXT (TV) Los Angeles for *6:30 Report;* KOGO-TV San Diego for *Up to The Minute;* KRCA (TV) Los Angeles for *Jack Latham Show.* Certificate of Merit to KGO-TV San Francisco for *Headline News.* Non-Metropolitan Div.: Certificate of Excellence to KNTV (TV) San Jose for *Foam Strip.*

Sports—Met. Div.: Certificate of Excellence to KNXT (TV) Los Angeles for *Santa Anita Feature Races.*

Special Events—Met. Div.: Certificate of Excellence to KRON-TV San Francisco for *City Hall Riots.* Certificates of Merit to KFMB-TV San Diego for *Eisenhower in San Diego* and to KGO-TV San Francisco for *What's The Proposition.* Non-Metropolitan Div.: Certificate of Excellence to KNTV (TV) San Jose for *Sherman Oaks Bowl.*

Documentary—Met. Div.: Certificates of Excellence to KNXT (TV) Los Angeles for *Survival;* KABC-TV Los Angeles for *Expedition Los Angeles;* KGO-TV San Francisco *Expedition California.* Certificate of Merit to KRON-TV San Francisco for *Through the USSR.* Non-Met. Div.: Certificate of Excellence to KNTV (TV) San Jose for *We're Just People.*

Commentary—Met. Div.: Certificate of Excellence to KFMB-TV San Diego for *Dr. Jonas Salk Controversy.* Certificate of Merit to KTTV (TV) Los Angeles for *Special Narcotics Program.*

General Excellence of Presentation—Met. Div.: KRCA (TV) Los Angeles. Non-Met. Div.: KNTV (TV) San Jose.

RADIO:—

News—Met. Div.: Certificates of Excellence to KNX Los Angeles for *Noon News;* KCBS San Francisco for *California Evening Report.* Certificates of Merit to KABC Los Angeles for *Frank Hemingway News.* KGO San Francisco for *The Farm Labor Story.* Non-Met. Div.: Certificate of Excellence to KACE Riverside for *K-ACE Radio Newspaper.*

Farm—Met. Div.: Certificates of Excellence to KNBC San Francisco for *Western Farm Review;* KNX Los Angeles for the *Nelson McIninch Show.*

Sports—Met. Div.: Certificate of Excellence to KCBS San Francisco for *Don Klein's Sports Notebook.* Certificates of Merit to KNBC San Francisco for *76 Sports Special;* KFI Los Angeles for *76 Sports Special;* KNX Los Angeles for *Tom Hanlen Sports Show;* KGO San Francisco for *Ira Blue Program.* Non-Met. Div.: Certificate of Excellence to KRKC King City.

Special Events—Met. Div.: Certificate of Excellence to KCBS San Francisco for *Black Friday in San Francisco.* Certificates of Merit to KNBC San Francisco for *San Francisco Hotel Fire;* KGO San Francisco for *What's The Proposition.* Non-Met. Div.: Certificate of Excellence for KPLI Riverside for *Parachutist in The Air.* Certificate of Merit to KACE Riverside for *Sendai and Riverside Exchange Christmas Greetings.*

Documentary—Met. Div.: Certificate of Excellence to KNX Los Angeles for *Colossus In Chains.* Non-Met. Div.: Certificate of Excellence to KACE Riverside for *Public Safety.*

Commentary—Met. Div.: Certificate of Excellence to KABC Los Angeles for *William Winter Commentary.* Certificates of Merit to Armed Forces Radio-TV Service, Los Angeles, for *Newsmaker Series;* KPOL Los Angeles for *Election Day 1960;* KNX Los Angeles for *Caryl Chessman—A Summing Up.* Non-Met. Div.: Certificate of Excellence to KACE Riverside for *Death on Victoria Avenue.* Certificate of Merit to KRKC King City for *The King City Election Controversy.*

General Excellence of Presentation— Met. Div.: KNX Los Angeles. Non-Met. Div.: KACE Riverside.

News Origination:—Certificates of Excellence to KBIS Bakersfield, KPRL Paso Robles, KLAN Hanford-Lemoore, KUBA Yuba City, KJOY Stockton, KUKI Ukiah, KSCO Santa Cruz.

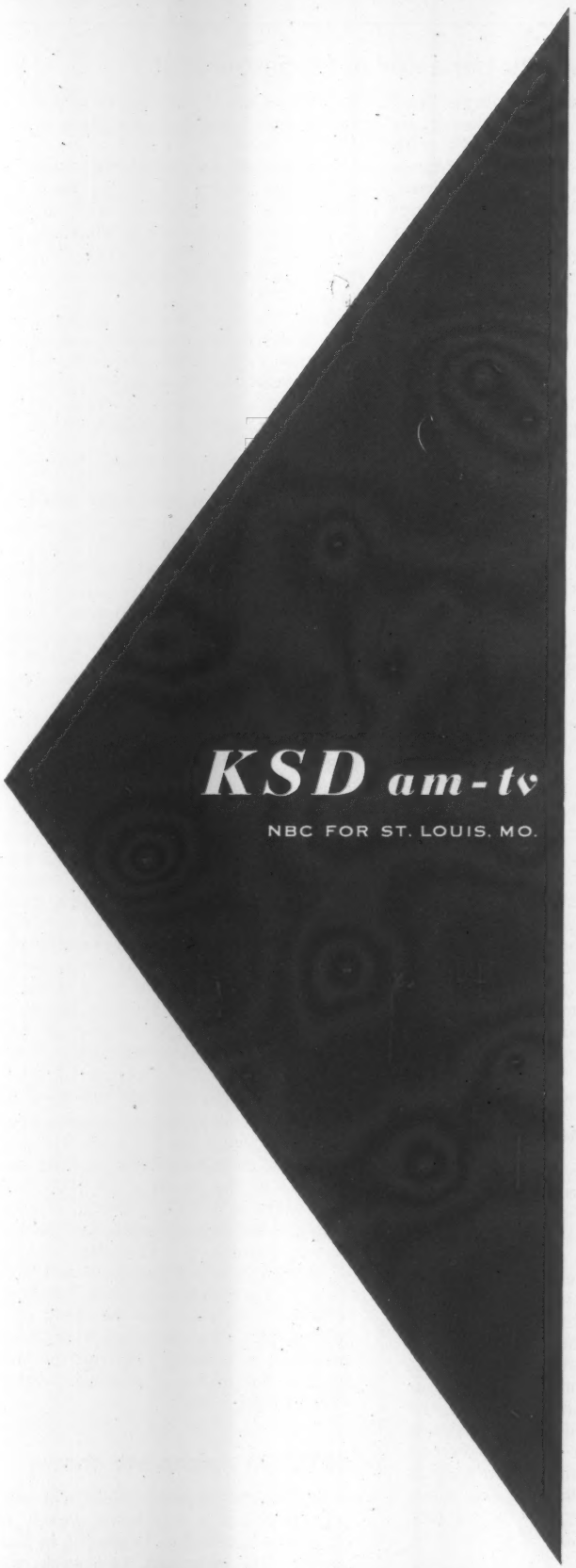
Certificates of Merit to KGEN Tulare, KSBY San Luis Obispo, KMYC Marysville, KRKC King City, KNTV San Jose, KACE Riverside, KVEC San Luis Obispo, KLYD Bakersfield.

Newt vs. Matt

WNDU-TV South Bend, Ind., was set to present FCC Chairman Newton N. Minow as guest panelist on the opening program of its new *Washington Tie-Line* series last Saturday (June 3). It was hailed by the station as Chairman Minow's first appearance on a local tv program. This portion of the program was filmed in Washington, flown to South Bend where it was transferred to videotape and attached to a tape of the remaining part of the show produced at the station. During the program, Mr. Minow repeated his contention that television standards were low. At one point, panelist critic James McNeile, tv critic of the *South Bend Tribune,* told Mr. Minow: "You're as popular as Matt Dillon, or at least as well known." The FCC chief retorted: "Yes, and I may get shot in the back any day, too."

Scharfeld, Segal firm

Scharfeld, Segal, Baron & Stambler is official designation of Washington communications law firm created through consolidation of offices of Paul M. Segal and Scharfeld & Baron (AT DEADLINE, May 29). Principals are Arthur W. Scharfeld, Mr. Segal, Theodore Baron and Arthur Stambler. Robert B. Jacobi of the Segal firm also is associated.



ANNOUNCES

THE APPOINTMENT OF

THE KATZ AGENCY, INC.

AS

NATIONAL ADVERTISING

REPRESENTATIVE

EFFECTIVE JULY 1, 1961

NEW YORK
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DALLAS
MINNEAPOLIS
BOSTON

Bernhard G. Bechhoefer, counsel to the Scharfeld office, becomes counsel to the new firm. Merged firm until July 1 will operate from two locations: National Press Bldg., where Scharfeld firm has been quartered, and 816 Connecticut Ave., Segal firm location. After July 1 both will be at Connecticut Avenue address.

One 'tv' language seen by Walker in IAB talk

Worldwide television, made possible by orbiting communications satellites, may bring a common language permitting instant understanding among all peoples of the world, the Iowa Assn. of Broadcasters was told May 25 by A. Prose Walker, director of development of broadcast and amateur products for Collins Radio Co.

Former NAB engineering manager, Mr. Walker called on broadcasters not only to project news and information to the nation but also to protect freedom —"to know the truth and reach their own independent judgments."

Iowans voted to write all members of Congress from the state asking for the veto of the President's FCC reorganization plan. The letter also will urge suspension of Sec. 315's equal time requirements for all elections through 1963.

New association officers: president, Robert W. Erickson, KOKX Keokuk; vice president, Donald D. Sullivan, KVTV-TV Sioux City; treausurer, Gene Clausen, KXIC Iowa City; director, David H. Steinle, KBUR Burlington. Retiring President Ken Hastie, WMT Cedar Rapids, continues on the board.

Bartell criticizes Collins for his pay tv stand

Gerald A. Bartell, president of Bartell Broadcasting Corp., last week announced he has taken exception to NAB President LeRoy Collins' opposition to pay tv, and revealed he has asked Gov. Collins to invite representatives of the principal tv companies to a meeting for an exchange of views.

Mr. Bartell released the contents of a letter he sent to Gov. Collins on May 25. He wrote the NAB president that he took exception to his opposition to the introduction of pay tv, voiced at the NAB convention last month. Mr. Bartell, who has an interest in Teleglobe Pay-Tv System Inc. through another company he controls (MacFadden Publications) insisted that only toll tv can provide programming of interest to minority viewers. He added:

"May I request, Governor, that before you commit NAB to a rigid, sterile position in opposition to pay tv, you invite representatives of the principal tv companies to acquaint you with the dramatic possibilities they offer to enhance television programming and strengthen the television industry."

Court praises tv behavior at Houston trial

Houston's dramatic murder trial of accused torch-slayers was telecast by KHOU-TV and KPRC-TV with approval of presiding Judge Myron Love and counsel for the principals.

The filming was done with augmented courtroom fixtures but not normal accessory lighting. The audio was taken from the court's own public address system. A portion of the courtroom was blocked off for cameras and movement of equipment was prohibited.

Judge Love was quoted as saying he did not feel the newsreel cameras "affected the dignity of the court at all." He added, "I feel that the newsreel camera definitely has a place in today's courtroom."

Jack Knight, defense counsel, said in his final argument to the jury, "Not many years ago a camera and a courtroom just did not go together, but today it is a different story. The public has a strong desire to be informed."

Frank Briscoe, district attorney, said, "During the process of the trial I did not even notice the cameras. I must credit the photographers with completely unobtrusive coverage of a highly emotional situation."

Miss Teenage contest issues 20 franchises

Teen America Assoc., Dallas, sponsor of the first annual Miss Teenage America contest in cooperation with radio stations throughout the country, announced that more than 20 franchises have already been issued. The firm reported that the event also received encouraging support from delegates attending the NAB convention in Washington last month.

According to Scott J. Reynolds, promotion director for TAA, "This is a new concept specifically and comprehensively structured for radio's promotional tie-in with major producers and distributors of products in the teenage to womanhood market." Teenagers, Mr. Reynolds said, last year spent $10 billion and influenced the spending of an additional $78 billion.

The contest climax will be in Dallas with a week of pageantry starting Oct. 15. Station jingles, promotional kits and continuing bulletins also are available to participating stations. National sales are handled by Futursonic Productions, 3103 Routh St., Dallas.

A slip of the tongue

There's more than one way to convince advertisers of radio's pulling power—even with a slight slip of the tongue. Such an occurrance was a recent experience at WHFB Benton Harbor-St. Joseph, Mich., which jumped the gun on the announcement of Rexall Drug's annual one-cent sale. The spot was three days premature and read just once. But that was enough. Within two hours the station received a call from a frantic druggist doing his best to cope with 50 unexpected bargain seekers. He didn't make much money that day, but he's a firm believer in radio.

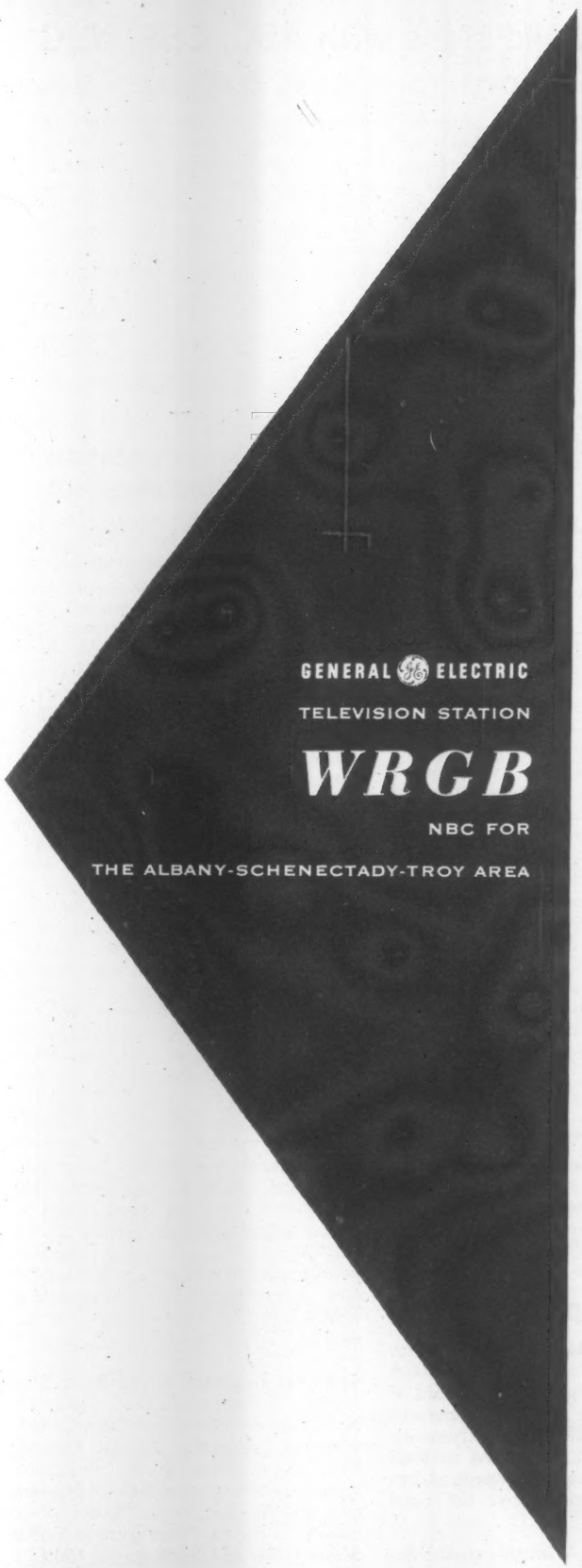
Haffa, CBS-TV settle in 'Playhouse 90' suit

Titus Haffa, Chicago industrialist and board chairman of Webcor Inc., has settled his $10-million libel suit against CBS-TV and eight sponsors of a 1959 *Playhouse 90* program and the case has been dismissed. Mr. Haffa said he received an apology and an undisclosed cash sum that he plans to give to a medical charity. The suit was based on a program that was aired twice by the network and which depicted the 1929 St. Valentine's Day massacre in Chicago.

Mr. Haffa charged he had been libeled by the headline of a newspaper displayed during the program. He said it gave the erroneous impression he was involved in the slayings. In 1929 Mr. Haffa went to jail on a charge of conspiring to violate the prohibition law but he was paroled in 1931 after serving 17 months of a two-year term and later received a presidential pardon. Mr. Haffa said his sentence was the result of a political plot when he was a Republican alderman in Chicago. He said he was arrested for telling a precinct worker where to get a beer.

KETV (TV) plans etv shows

KETV(TV) Omaha, Neb. will telecast seven and a half hours weekly of classroom instruction, beginning in September. The programs, 14 a week, will



GENERAL ELECTRIC

TELEVISION STATION

WRGB

NBC FOR

THE ALBANY-SCHENECTADY-TROY AREA

ANNOUNCES

THE APPOINTMENT OF

THE KATZ AGENCY, INC.

AS

NATIONAL ADVERTISING

REPRESENTATIVE

EFFECTIVE JULY 1. 1961

NEW YORK
CHICAGO
DETROIT
ATLANTA
ST. LOUIS
SAN FRANCISCO
LOS ANGELES
DALLAS
MINNEAPOLIS
BOSTON

include third and fourth grade arithmetic, fifth and sixth grade science, fourth and fifth grade French, seventh and eighth grade social studies and a college sophomore course in introductory education.

The programs will originate in the studios of KUON-TV, U. of Nebraska's educational station, and will be broadcast simultaneously by KUON-TV and KETV each day from 8-9:30 a.m.

WCBS gets acceptances for political debates

WCBS-AM-TV New York last week began receiving acceptances of a CBS offer of free prime evening time for state and local Democratic and Republican parties in New York and New Jersey to debate on the CBS-owned New York stations (BROADCASTING, May 29).

Richard J. Hughes, Democratic candidate for governor of New Jersey, in a wire to WCBS-TV said he would debate his opponent on the issues of the campaign this fall, and that he is urging the New Jersey congressional delegation to support suspension of the equal time restriction of Sec. 315.

Bernard Newman, chairman of the New York Republican County Committee and the New York City Republican Advisory Council, also in a wire to WCBS-TV, said: "When the Republican Party selects its candidates for the 1961 campaign you may be sure your kind offer of free prime evening time for the purpose of debate will be brought to their attention."

Dr. Frank Stanton, CBS president, urged in a Chicago speech May 24 that Congress temporarily suspend the equal time requirement of Sec. 315 of the Communications Act through 1963 to enable broadcasters to air, on a local level, face-to-face discussions by major candidates.

Directors Guild signs with ABC, CBS, NBC

WAGE INCREASES OVER FOUR YEARS REPORTEDLY 20%

The Directors Guild of America reached agreement with ABC, CBS and NBC last week on a four-year contract, retroactive to last Jan. 1. The terms of the proposed pact, which covers about 275 members, will be submitted for ratification by the network employes.

Neither the union nor the network would reveal details of the agreement. It was learned, however, that in tv, both staff directors and associate directors would receive an approximate 20% increase in wages over the four years of the pact and stage managers would get about a 15% raise over the same period. Employes in radio are set for similar increases, though their wages are about $20 a week less than their counterparts in tv.

The union initially attempted to establish a pattern at the networks under which staff positions woluld be eliminated and personnel would be employed on a freelance, term-contract (a practice used in the motion picture industry). This demand was rejected by the networks, which claimed it would lead to "excessive costs," but it was understood the proposed contract liberalizes provisions for employing directors on a per diem and weekly basis.

Under the present contract in force between the networks and the guild, the maximum wage scales per week in tv are directors, $190; associate directors, $165, and stage managers, $155.

Tax threat again

Over 100 media, advertiser and other interests have protested legislation designed to remove the Oklahoma sales tax exemption applying to advertising. The state's present sales tax law specifically exempts 43 business groups, including advertising, but the legislation would make the tax applicable to money spent on advertising. The bill remains in the Senate Revenue & Taxation Committee, according to Tom Johnson, KTOK Oklahoma City, president of Oklahoma Broadcasters Assn. Opposition has been voiced by 13 radio and two tv stations.

Agency charges station with doctoring program

Clay Stephenson Assoc., Houston agency, has announced it will inform the FCC and NAB about alleged unethical use by a mountain-area radio station of the agency's sing-along taped music programs for its Maryland Club coffee account. The purported abuses of the Maryland Club programs violate contract obligations and are contrary to affidavits filed by the station, Stephenson Assoc. said.

The agency said it had excluded radio from Maryland Club strategy several years because it considered "the programming of modern radio to be unsuitable to the personality of the brand." The account returned to radio in 1961 with five-minute tapes placed on 59 stations. The agency describes its taped music as designed to disassociate Maryland Club coffee from "the raucous programming prevalent in radio today." Stephenson Assoc. charges the station with substituting a different type of music of its own selection for the agency's sing-along music, under Maryland Club sponsorship.

EQUIPMENT & ENGINEERING

Sensitive tubes boost GE's camera production

The General Electric Co. has doubled its line of image orthicons with the addition of four highly sensitive camera tubes, the most sensitive being designated GL-7967.

With low light levels (10-6), the GL-7967 is capable of resolutions in excess of 300 TV lines. At high light levels, the tube can achieve resolutions in excess of 1200 TV lines. General Electric's three other new tubes are the GL-7969, GL-7965, and GL-7409. The GL-7969 is expected to find wide use in medical laboratories and the biochemical field because of its super sensitiveness in the ultra-violet region. The GL-7409 features ruggedized construction and high sensitivity for primarily military applications such as missiles, satellites, fire control and drone guidance.

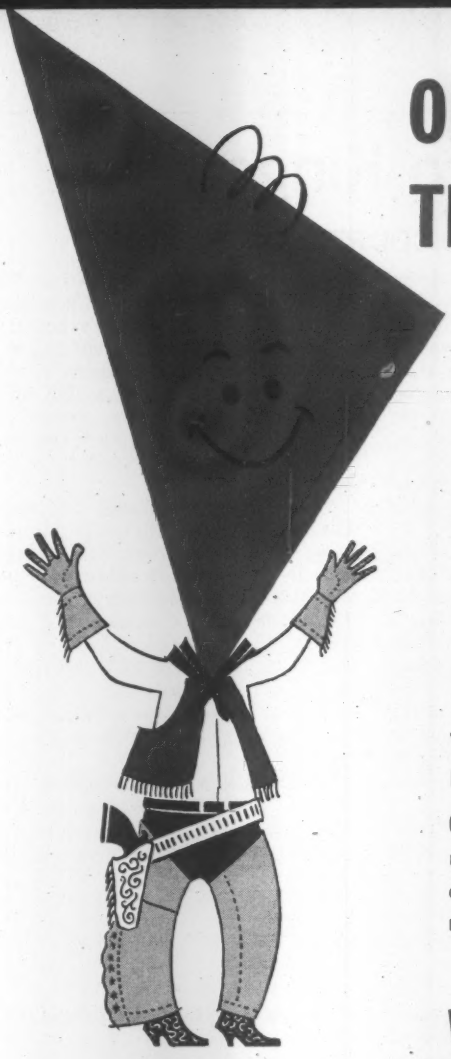
Technical topics...

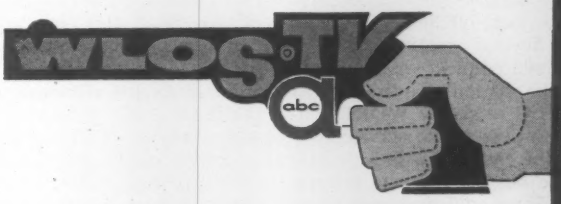
Compact cartridges ▪ RCA Sales Corp. this fall will premiere a line of RCA Victor tape cartridge recorders, said to be lighter, smaller and less expensive than present tape cartridge instruments. The recorders will be offered in both monaural and stereophonic versions, but the new "low" prices have not been announced.

Terado Dynamo ▪ With this useful device it is now possible to use a home table model radio in your automobile. The pocket sized "Dynamo" model 50-196, changes DC car current to 110 volt AC 60 cycle current. Complete with generator, condenser and ignition nose, it is plugged into the car's cigar lighter. It also will operate electric shavers.

Open for business ▪ The RCA Semiconductor & Materials Div., Somerville, N. J., has established new district sales offices in Syracuse, N. Y., Orlando, Fla., and Camden, N. J., to improve service in the east coast, southeastern and mid-Atlantic areas. Other offices opened in the past year were in Dallas, Minneapolis and Burlingame, Calif.

ONLY WLOS-TV HAS THE CAROLINA TRIAD COVERED!





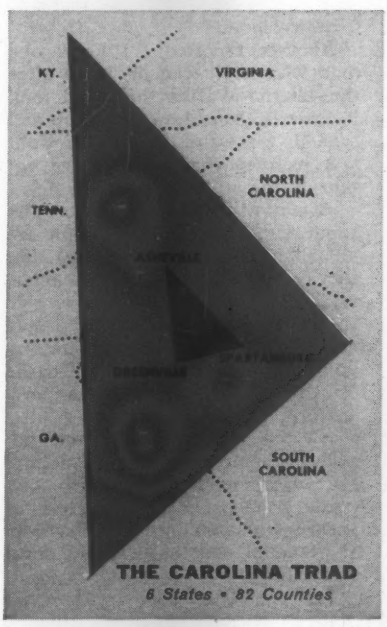
THE CAROLINA TRIAD . . . a two-billion-dollar market . . . stretches across 82 counties in 6 states!

ONLY WLOS-TV covers the Carolina Triad with unduplicated network signal from the South's highest tower . . . delivers 458,820 TV homes—25.8% more than Station Y, 31.4% more than Station Z.*

*NCS #3 updated Jan. '60

WLOS-TV CAROLINA TRIAD MARKET FACTS

Population	**3,125,500**
Households	**792,800**
Total Retail Sales	**$2,798,670,000**
Food Sales	**687,495,000**
Automotive Sales	**529,734,000**
Drug Sales	**100,912,000**
Gas Stations	**248,897,000**



WLOS-TV abc

Serving

GREENVILLE — ASHEVILLE — SPARTANBURG

A Wometco Enterprises, Inc., Station

WOMETCO ENTERPRISES INC.

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

The day the feds came to Kingstree

WDKD RENEWAL HEARING OPENS IN UNUSUAL COURTROOM SETTING

Lots of folks that might not hop a train to Washington to tell the FCC their views on how the local radio station serves them moseyed down to the courthouse in Kingstree, S.C., Thursday to take the stand in defense of WDKD licensee E. G. Robinson, Jr., whose license renewal hangs in the balance. The 17 defense witnesses included merchants, local officials and school authorities. Several presented resolutions from town councils of communities within the station's coverage area asking the FCC to renew WDKD's license and citing its public service.

Most of the defense witnesses said they were too busy to listen to the station much. Three said they didn't like "that type of music," but all claimed it would be a loss to the area if WDKD's license is not renewed.

The hearing is being conducted before FCC Examiner Thomas H. Donahue, who has conducted it with dignity, patience and warmth. When Broadcasting Bureau counsel P. W. Velicenti objected to materiality of some of the defense witnesses' kudos, Mr. Donahue ruled that the purpose of holding the hearing in that locality was to give the local citizens a chance to express their views; that he would hear uninterrupted testimony, and that he would weigh the material accordingly in his findings. Louis Bryan, FCC Complaints & Compliance Div., who investigated the station was present though not an active participant in the hearing.

Some defense witnesses were less enthusiastic about the station overall than were others. And Kingstree citizens who were not testifying often expressed quite different feelings (see story, below). Although only defense witnesses had appeared by late Thursday, a Kingstree lawyer not involved with the hearing, predicted, "The government will have a hard time finding anybody in a small town like this who will testify against the local man."

The number of spectators at the hearing ranged from two dozen at the Wednesday opening to more than fifty late Thursday. Kingstree has a population of 3,874 and WDKD's coverage area has 40,932 people, according to a station exhibit. In the county 66.5% are Negroes, 99.8% are native born. There are 14 churches, comprising eight faiths. Tobacco, cotton and corn farming are the main economic activities.

Media Interest ▪ Canon 35, under which many judges will not permit televising in a court room, was brushed aside by Examiner Donahue. He permitted Jefferson Standard Broadcasting Co. WBTV (TV) Charlotte, N.C., and WBTW (TV) Florence, S.C., to televise portions of the FCC hearing in the Kingstree courthouse there. The tv stations' request was a barometer of the intense public interest in the proceeding.

Three radio station executives from nearby cities were present to learn what aspects of station management might come under scrutiny by the

No one invited the 'Record' to cover

Local feeling cannot be measured entirely within the hearing room in FCC proceedings. As a Kingstree resident put it: "No one's going to be at the trial to talk unless he has a real reason to be."

The *County Record*, a weekly published in Kingstree, did not cover the hearing nor did it mention it in its Thursday edition while the hearing was in progress. However a two-column picture on the front page showed WDKD licensee E. G. Robinson Jr. being awarded a certificate of appreciation by Kingstree Boy Scouts. In the background is the station sound truck which is used to make public service announcements according to testimony by defense witnesses.

Mrs. S. Cormer, *Record* editor, said no one had asked her to publish anything about the hearing and that the paper published items only on request. She also said no request was made not to print anything. "Mr. Robinson's a friend of mine and I didn't want to get involved in it. People don't care much," she said.

After a hearing session in which Mr. Robinson was asked why there were no discussions of public issues on his station, a hearing spectator said "you can tell the government men don't know much about the South. If you have discussions in a town with this many Negroes, you'll have one running for office."

When Mr. Robinson was questioned about excessive spots, a spectator from another radio station joked as he left, "I'm going to run home and check my logs."

A Negro bellboy: "I like listening to WDKD . . . I used to listen to the (Charlie Walker) show all the time and now when I tune in the station it isn't quite right."

A merchant: "People around here wondered how they'd let that show go on. Some of the stuff (Charlie Walker) would get away with was just ridiculous. It came on at the time the children were going off to school and I'd just turn it off."

A lawyer (not in the case): "Some people may not like the station or the licensee but they figure they've got to live in the same town with him and they don't have to listen so why should they testify against him?"

Another resident: "I don't listen much but everybody knows that was a trashy show."

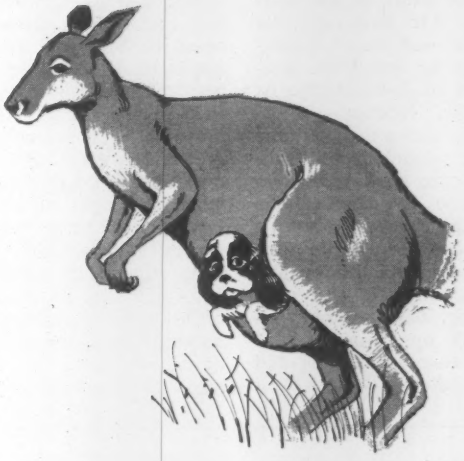
Another reported: "I knew one man who unplugged his radio after the Charlie Walker show and took it down to the radio repair shop and said "I've got five children. I want you to keep this until they've got him off the air."

A lady at the hearing (before the room reached capacity) "People are all talking about (the hearing), but they're just here to show their interest."

A merchant: "A couple of people came in here and told me there was going to be a trial about (Charlie Walker) and I wasn't surprised anyway."

Another merchant: "I hope nobody gets hurt but I guess it doesn't hurt for somebody to learn he's made a mistake. Charlie was as good as any announcer on television, if he could only have stayed down to earth."

Be it a stray dog



"Please accept my warm thanks for your action in broadcasting the disappearance of George Washington, my wandering Springer Spaniel pup. He has now been returned to us, and I am sure your prompt publicity was a great help."

HOWARD BEALE, Ambassador
Australian Embassy, Washington, D. C.

. . . or an extra Yule log

"On behalf of the residents and staff of D. C. Village, I wish to thank you for the entertainment you made possible during the Christmas season for our residents and for each of them to receive an individual Christmas gift. The service rendered to D. C. Village by the publicity given by WWDC has interested the public in the welfare and happiness of the residents of this institution. The brightest spot for our residents during the Christmas holidays is the wonderful entertainment put on by your staff, and the gift you have made possible for them each year. They look forward to your visit and appreciate it very much."

JAMES J. BURR, Superintendent
District of Columbia Village,
Department of Public Welfare,
Government of the District of Columbia

. . . *the station that keeps people in mind*

Even to hard-bitten "pros" like ourselves, the magic of radio never ceases to amaze. Here we are—the only mass advertising medium operating without the sense of sight. Yet here we are again—the medium with which most people feel the closest kinship and *prove* it day in and out.

It's really not as perplexing as all that. Our guess is that the very *absence* of pictures *conjures up* pictures (there's the magic)—provides people with a sense of *intimacy and participation* that far outweighs any of the physical senses. The art of "friendly persuasion" never had it so good.

Note that PEOPLE is the key word of the above. It is also the key to sales success for countless WWDC national and local advertisers. That's why *you* should keep *us* in mind.

WWDC *Radio Washington*

Member of the Blair Group Plan

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

FCC . The original issues in the hearing were whether Mr. Robinson had not properly supervised station operations and whether he had made misrepresentations to the commission. At the request of Mr. Robinson's attorneys, an issue was added to determine the quality of the station's overall programming during the most recent renewal period. The last-named issue gave Broadcasting Bureau attorney's the chance to probe deeply into such subjects as over-commercialization and questionable advertising. It also gave Mrs. Lenore Ehrig, D.C. attorney representing WDKD, opportunity to exhibit public services programming and activities of the station.

Mr. Robinson, who testified for a day and a half, denied that he had heard or been told about off-color remarks by Disc Jockey Charlie Walker before Mrs. Ehrig informed him of the FCC investigation (based on tapes sent the FCC by a source not yet revealed in the hearing). Mr. Robinson, sole owner of WDKD since August 1956, when he bought out his partner, M. L. Few, for $70,000, said he had been general manager and had maintained close supervision of the station since 1954 and that he devoted some 90% of his time to station operation. He excepted an 11-month period in 1959 during which he was hospitalized by a serious automobile accident which impaired hearing, sight and locomotion on his left side. Mr. Robinson also owns a 70-acre farm and a Kingstree liquor store. Under questioning by Mr. Valicenti, Mr. Robinson said he spends only a few hours a week at the farm because he has a sharecropper, and he leaves the store completely under control of the manager.

The licensee said he determined the needs of the community by "analyzing the mail and contacting people from a public-service standpoint." He said that 70% of the station's audience is Negro and that they like hillbilly, hymntime and rock 'n roll music. He discussed in detail WDKD's agricultural, religious, educational and news pro-

Calico cottoned to the strangers and the ice melted

Calico the cat and a lecture from the bench by an FCC hearing examiner during a commission hearing in remote Bloomfield, N.M., helped win over a skeptical, suspicious audience which was obviously critical of a bureaucratic invasion by Washington.

The field hearing was conducted by Examiner H. Gifford Irion, who submitted the following report to FCC Chairman Newton N. Minow upon his return to Washington (Mr. Irion is not a novice as an author; he has written a novel, *Windward of Reason,* published in 1954, and articles for the *National Review*):

"The case involved alleged interference from a non-profit cooperative tv translator station to a catv. While the subject matter seems somewhat insignificant in the perspective of Washington, it was of immense importance to the little community involved. At first, I felt that the results could hardly justify the considerable expense of sending an examiner and bureau lawyer such a great distance but before we had proceeded very far I was persuaded of the contrary. First let me suggest the setting. The town of Bloomfield is a tiny place having some 900 souls and it is situated in a remote corner of the state where Farmington is the only town of respectable size. The hearing was held in the Town Hall-Fire House, an humble edifice which resembled a third-class garage. There being great local interest, about fifty citizens crowded into the small room or its environs—farmers, Indians, Mexicans, oil workers, etc. The judge's bench was an ancient couch (wide enough to serve as a prop in one of Noel Coward's more libidinous farces) and a plain pine board constituted the desk. Nevertheless, I was struck by a sense of awe as I looked out over this panarama of faces. This was the American way of life in action. This was due process, a scene directly descended from the grand tradition of the Justices *en eyre.*

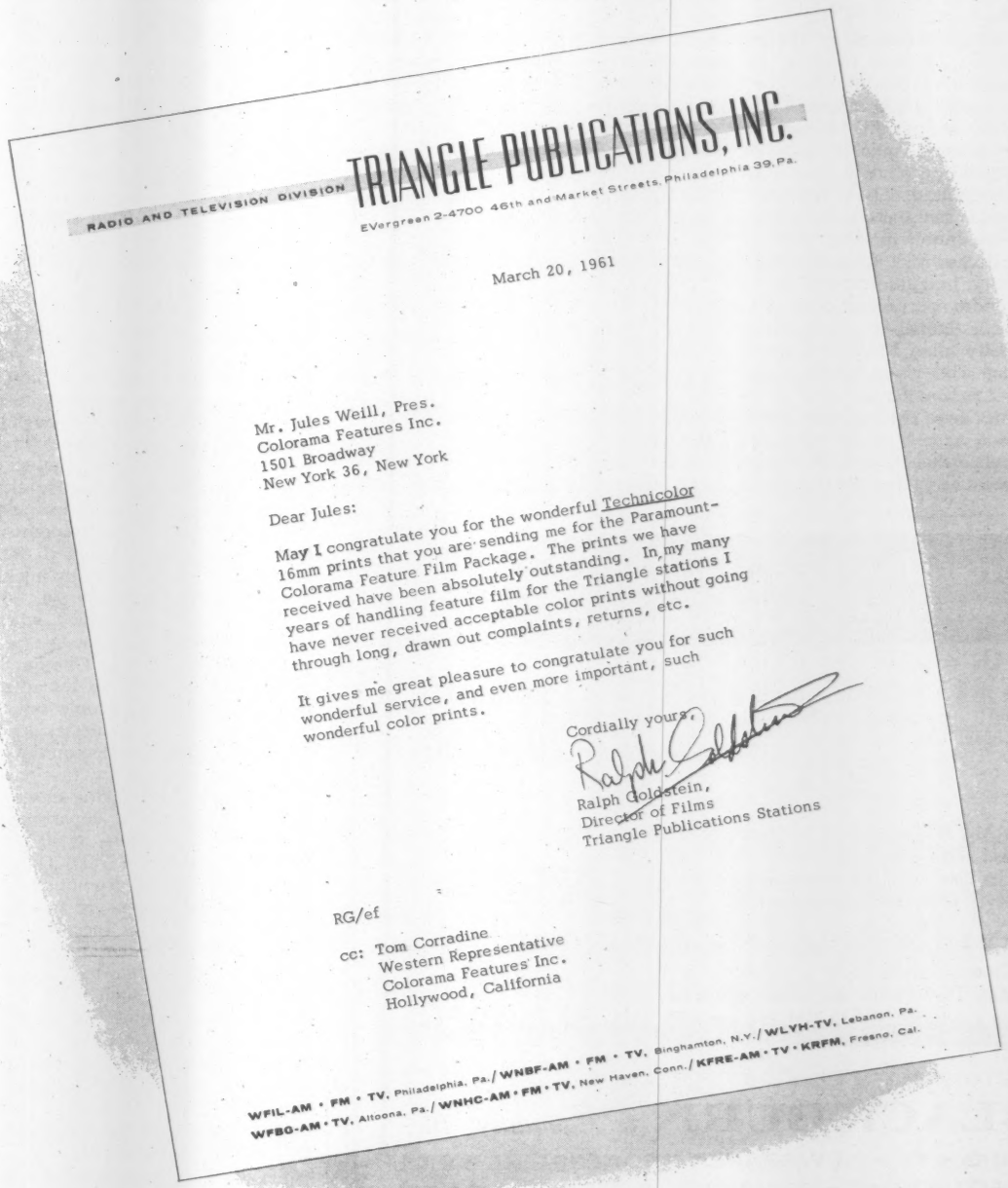
"If their expressions could be trusted, the people were somewhat skeptical as to how they would be treated. After all I was a foreigner from Washington and there was doubtless a suspicion that my bureaucratic mind would have little sympathy with their needs and intersts. But then a marvelous thing happened—one of those absurd events which transform stuffy formality into a genuine means of human communication. The firehouse cat (Calico) wandered in with complete aplomb and made friends with counsel and myself. Since no one appeared to find this unusual, I swallowed my sense of decorum and stroked the cat with an explanation that I was very fond of cats. This simple act seemed to thaw restraint and banish the misgivings I had read on the local faces. (The cat, having executed its obviously destined function, disappeared until we had nearly finished.)

"Conduct of a field hearing in this kind of atmosphere calls for a delicate adjustment to a tone somewhere in between austere dignity and an excess of informality. During a recess one is obliged to make friendly conversation with spectators but during the proceeding all the forms of law must be observed in a manner which assures justice without inviting the suspicion that rules of evidence are simply devices to bewilder the layman.

"Ordinarily I would not dream of addressing a lecture to the public but on this occasion I felt that a real public service could be rendered both to the audience and to the commission. Accordingly I undertook a small homily on what we were doing. All this, I explained, may seem unduly formal and legalistic but these forms are observed as a means of protecting the public interest. This effort seemed to work because I noted a more relaxed and tolerant attitude afterwards. I am also confident we made a better record than we usually do in Washington since little time was wasted on arguments over rulings and the testimony was carefully restricted to what was significant and material.

"My conclusion is that a field hearing affords a means of raising the public's estimate of the commission. It is the enactment of a drama in which everyone can see that the commission—through its examiners and attorneys—is conscientiously trying to reach judgments which actually do promote the public interest, that our actions are not arbitrary or dominated by a bureaucratic indifference to the people we are supposed to serve. Most of all they see what the problems are that must be solved by the hearing process and they see it in the dramatized medium of a trial. Undoubtedly this is an expensive business for the government but in those cases where there is widespread local interest I cannot help but feel that the field hearing results in better understanding by the public and, it is to be hoped, in a more realistic kind of justice from us."

Great Color Television! Colorama Features Plus Technicolor® Dye Transfer Prints



RADIO AND TELEVISION DIVISION **TRIANGLE PUBLICATIONS, INC.**
EVergreen 2-4700 46th and Market Streets, Philadelphia 39, Pa.

March 20, 1961

Mr. Jules Weill, Pres.
Colorama Features Inc.
1501 Broadway
New York 36, New York

Dear Jules:

May I congratulate you for the wonderful Technicolor 16mm prints that you are sending me for the Paramount-Colorama Feature Film Package. The prints we have received have been absolutely outstanding. In my many years of handling feature film for the Triangle stations I have never received acceptable color prints without going through long, drawn out complaints, returns, etc.

It gives me great pleasure to congratulate you for such wonderful service, and even more important, such wonderful color prints.

Cordially yours,
Ralph Goldstein
Ralph Goldstein,
Director of Films
Triangle Publications Stations

RG/ef

cc: Tom Corradine
Western Representative
Colorama Features Inc.
Hollywood, California

WFIL-AM • FM • TV, Philadelphia, Pa./ WNBF-AM • FM • TV, Binghamton, N.Y./ WLYH-TV, Lebanon, Pa.
WFBG-AM • TV, Altoona, Pa./ WNHC-AM • FM • TV, New Haven, Conn./ KFRE-AM • TV • KRFM, Fresno, Cal.

TECHNICOLOR CORPORATION Television Sales · Hollywood 38, California · telephone HOllywood 7-1101

grams, listing numerous programs or spot announcements.

Log Rolling ▪ Mr. Valicenti led the licensee over the bumpy road of his October 1959 program logs, counting spots. It was said on one day WDKD had broadcast 474 spots between 5 a.m. and 7 p.m. According to the logs, there were repeated instances of triple or quadruple-spotting and the number of spots ran as high as 14 in a 14½-minute segment. The logs did not indicate length of the spots, but Mr. Robinson said most were 30-second or minute announcements. He later testified that these logs were not typical because they fell in the six-week tobacco market season and that during this season he sometimes scheduled "quickie" spots of 15 or 20 seconds. (WDKD spots cost $1.50-$2 per minute, it was learned).

Mr. Robinson said there was a station policy against double-spotting, "except for special occasions." In response to bureau inquiry, he admitted there were a dozen or more special occasions. Under further questioning he told of airing two spots daily for a Madame Turner, fortune teller who gives "spiritual advice." Programs sometimes ran as much as 18 minutes over their allotted time, Mr. Robinson agreed on checking the logs. He replied that no spots had been cancelled because of the overtime and that a scheduled sports show had been dropped to adjust for the time.

Homespun Humor ▪ Examples of the alleged suggestive remarks from the Charlie Walker show were read into the record Thursday. Some of the examples of Chic Sale humor were in a WDKD exhibit—A letter from Mrs. Ehrig to Mr. Robinson citing the FCC complaints. Others were inserted in questions to the licensee by Mr. Valicenti. Mr. Robinson said he had talked to Mr. Walker some 10 times since 1954 about poking fun at local citizens, Mr. Robinson and his own wife. He had also reprimanded Mr. Walker for referring to nearby towns by nickname —e.g., "Greasy Thrills" for Greeleyville, "St. Step-Ins" for St. Stephens, "Ann's Drawers" for Andrews. But the licensee denied he had heard the more blatant comments the FCC attorney cited.

Mr. Robinson said when he received the letter citing examples he summarily fired Charlie Walker without permitting him to finish the day.

In response to FCC counsel's query, Mr. Robinson said his former partner, M. L. Few, had spent very little time at the station and had played golf almost every afternoon. The FCC counsel then introduced as an exhibit the FCC assignment of license application filed by Mr. Robinson in 1956 which stated in part: "M. L. Few has been contributing his time and services in a substantial manner. . ."

Public Witnesses ▪ The head of a vocational training program in the Kingstree High School and the county superintendent of education both testified that Mr. Robinson had been helpful in training their charges for a broadcasting career and in making many announcements in behalf of the school. In addition they praised a regular program called *Your School Speaks*. When asked by Mr. Valicenti if the Charlie Walker shows contained suggestive remarks, one retorted "No more than you hear on television today"; the other said, "It just might be what you're thinking yourself, the way you take some of those remarks." The superintendent said that Charlie Walker had made "the best plea I've ever heard" for a family whose home had burned down.

A local merchant with heating, feed, manufacturing and industrial interests testified that he had always specified that his spots be carried on the Charlie Walker show. He said that he placed spots on several stations throughout the area and that Mr. Walker reached a greater audience than any other advertising media in the area. He cited the results of a giveaway prize and said that almost half of the responses came from Walker fans. Asked if the show were suggestive, he said, "By my preacher's standards, definitely so. By my standards, no." He agreed when Mr. Valicenti asked if townspeople had been wondering "How long Charlie Walker could get away with his remarks," that he had heard some people say that.

Several defense witnesses said they had insisted their spots go on the Charlie Walker show because (as one said) "I'm interested in making money."

The manager of a department store said he placed as many as 60 spots in a three-day period on WDKD when he was having special promotions. Asked the length of the spots, he said he didn't know and had never specified. He said he called in the "general idea" and that the spots were written by WDKD to fit.

"If there's any such thing as an organization exceeding its debt to the public, WDKD has done it," declared one witness, owner of an auto financing and sales company and chairman of the (white) citizens council. He said he listened to his car radio but could not recall specific shows.

An operator of ten general stores said all his spots were on the Walker show. He said that business fell off 20% when Mr. Walker left the station. A short man, he said he knew he had been characterized on the Walker show as "the only man around here who can milk a cow standing up," but didn't care as

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This is a 1 kw facility in a top Southwestern market. Needs top owner-operator. Unusual terms.	SOUTHWEST $295,000
An AM-FM property in a single station market. Has profitable records and will pay its own way for an owner-operator. $20,000 down and liberal payout.	EAST $75,000
A kilowatt daytimer in a single station market. Perfect for an owner-operator. Down payment of $12,000 and balance on convenient terms.	SOUTH $60,000

BLACKBURN *& Company, Inc.*

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James W. Blackburn Jack V. Harvey Joseph M. Sitrick RCA Building FEderal 3-9270	H. W. Cassill William B. Ryan 333 N. Michigan Ave. Chicago, Illinois FInancial 6-6460	Clifford B. Marshall Stanley Whitaker Robert M. Baird John G. Williams JAckson 5-1576	Colin M. Selph Calif. Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

long as he was making money.

Mayor W. B. Bower of Kingstree agreed that the Walker show might be called suggestive but objected to "flippancy" more. He said however he would not want Kingstree to be without a radio station. Asked by FCC attorney if it mattered who the licensee was, he said his main interest is in having a station. He said he had never appeared on WDKD. He praised the station for its public service activities.

Elected officials of five towns spoke in favor of WDKD and presented petitions asking that the license be renewed. A similar petition by the county delegation, one state senator and two representatives, was entered.

City elections will be held in Kingstree within two weeks. Elective offices in Williamsburg County (of which Kingstree is county seat) include superintendent of schools as well as municipal and city council.

FCC postpones KWK hearing

KWK St. Louis was granted an unspecified delay by FCC Hearing Examiner Forest L. McClenning last week of a scheduled hearing looking toward revoking the station's license. The hearing had been scheduled to begin Wednesday (June 7) in St. Louis.

In requesting the delay, KWK said that station executives had held several informal conferences with commission counsel and that, as result of these conferences, a petition for reconsideration of the hearing order would be filed.

The station, in asking for the postponement, said that it will set forth "uncontroverted facts" which will make a formal hearing unnecessary. The commission called KWK to task last November for alleged fradulent contests conducted by the station (BROADCASTING, Nov. 28, 1960).

Also last week, the commission reaffirmed an earlier denial (BROADCASTING, Feb. 27, 1961) of a KWK request for a bill of particulars of specific charges against the station. The KWK difficulties with the FCC have been receiving continuing press coverage in St. Louis newspapers.

Perjury trials adjourned

Perjury trials for 15 contestants who won prize money on rigged tv quiz shows last week were adjourned until Sept. 25 and thereafter by New York County Special Sessions Justice Edward F. Breslin.

Joseph Stone, assistant district attorney who has been specializing in the investigation and prosecution of broadcast frauds in New York, said on that date one of the defendants (not identified) would go to trial. Mr. Stone indicated the defendant would be one of five contestants who had appeared on either *Twenty-One* or *Tic Tac Dough*. (They are Paul Bain, David Mayer, Timothy Horan, Hank Bloomgarden and Patricia Nance.)

Government briefs...

Sacramento wants better tv ▪ California's state senate has asked President Kennedy and Congress to improve television. A resolution adopted unanimously says network programs represent a low level of taste and morals. State Senator Sanford Shaw, author of the resolution, said states lack the power to control television even within their borders.

Supreme Court rules ▪ The U.S. Supreme Court last week ruled that three music publishing companies, members of ASCAP, did not have the right to participate individually in a revision of the association's royalty accounting and disbursement policies, formulated last year by the licensing association and the Dept. of Justice. The changes were made as part of an amendment of the ASCAP consent decree.

Unfair labor practice ▪ Fetzer Television Inc., operating WWTV (TV) Cadillac, Mich., was ordered June 3 by National Labor Relations Board to cease what were described as unfair labor practices in refusing to bargain collectively with National Assn. of Broadcast Employes & Technicians. The ruling sustains a trial examiner's intermediate report.

Revenue decline ▪ Excise tax collections on radio and tv sets, phonographs and components totaled $41.8 million in the first quarter of 1961, according to Internal Revenue Service. This compares with $52.2 million in the same 1960 period.

Decision upheld ▪ The U.S. Court of Appeals in Washington last week upheld the FCC's 1960 grant of 1370 kc with 500 w, daytime, to Musical Heights Inc., for Braddock Heights, Md. (near Frederick that state). The grant had been attacked by WAYZ Waynesboro, Pa. (on 1380 kc) and WFMD Frederick, Md. The court said, in a *per curiam* opinion, that the commission had considered the loss of existing service (by WAYZ) against the need for a new service, and had ruled in accordance with the public interest. It found, also, that the arguments of both objectors had been considered and weighed by the commission. Principal owner of Musical Heights is Leo L. Schenk.

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171 years

. . . . of practical broadcast experience. Your insurance of knowledgeable dealings through . . .

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More people watch WJAC-TV than any other station, according to both ARB and Nielsen. But, more important, these people go out and buy the products they see on WJAC-TV.

Put yourself in the driver's seat, with a selling campaign on WJAC-TV!

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HARRINGTON, RIGHTER AND PARSONS, INC.

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Ford cited by National Audience Board

FCC Commissioner Frederick W. Ford (l) receives an award from the National Audience Board for "distinguished service in the public interest" as chairman of the commission. NAB Washington representative Leo Solomon, who presented the award last week, said Commissioner Ford was selected "overwhelmingly" for the first such award in a poll of community opinion leaders across the nation.

Small-station squeeze cited in WISP comments

If the FCC follows through with its planned new program reporting requirements, small market stations will be forced off the air, according to William K. Diehl, licensee of WISP Kinston, N. C., in comments submitted to the commission in its pending rulemaking.

The deadline for comments has been extended to an unspecified date to permit revision of the proposed new questions (BROADCASTING, May 15) and requirements of licensees. Mr. Diehl asked the FCC to "think seriously" before adding additional burdens to broadcasters "already harrassed by increasing red tape." He also asked the agency to take into consideration the variety of problems besetting small stations who cannot afford the additional personnel necessary to meet FCC requirements designed primarily for major markets.

"Otherwise, I am afraid that you will be in the rather uncomfortable position of reducing the numbers of small operators and actually giving aid and comfort to large and wealthy operations . . . during a period in which you are looking askance at too much control of broadcast media in too many hands," Mr. Diehl said.

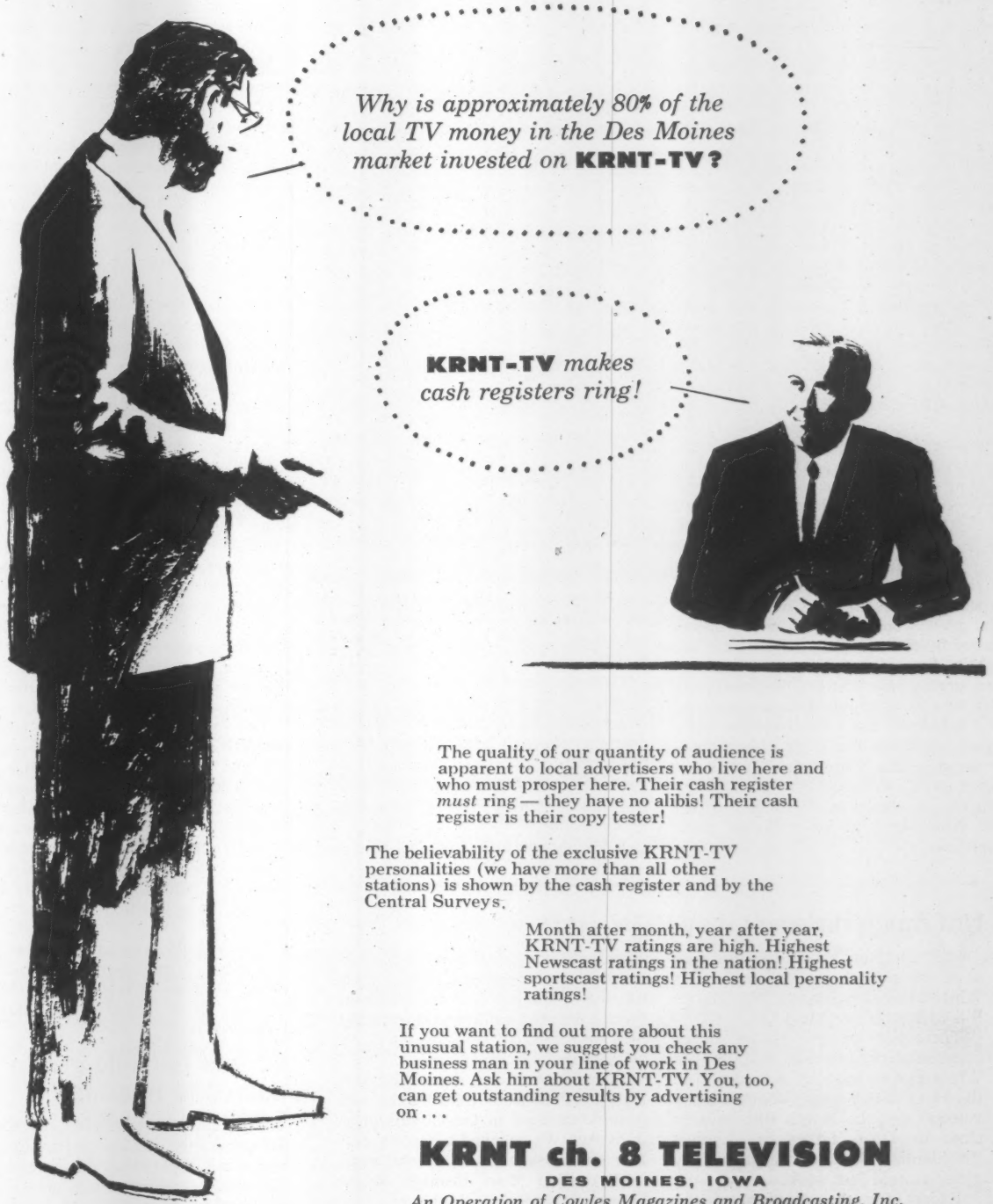
Dr. Harold Niven, professor at the U. of Washington, said the commission's new forms are a "very positive step" and merited because all licensees operate as a public trust.

FCC cautions Congress on anti-gambling laws

The FCC has asked Congress to be wary of anti-gambling legislation that would either inject the commission into the law-enforcement field or impose limits on broadcasters.

Max Paglin, FCC general counsel, told a House judiciary subcommittee the commission does not want to be burdened with problems involving local law and law enforcement. He was testifying on three bills designed to prevent interstate transmission of gambling information.

One (HR 5230) is written so broadly, Mr. Paglin said, that it might be held to apply to information transmitted by regular broadcast stations. If so, it would impose "unnecessary and burdensome limitations" on the licensees, Mr. Paglin said, holding the FCC already has enough authority to prevent broadcasters from using their stations to aid illegal activities.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KRNT ch. 8 TELEVISION

DES MOINES, IOWA

An Operation of Cowles Magazines and Broadcasting, Inc.
. . . and represented by The Katz Agency, Inc.

Moss, Reuss fear for Harris FCC bill

THEY CITE BROADCAST PRESSURE AS HOUSE UNIT ASKS JFK PLAN VETO

Reps. John E. Moss (D-Calif.) and Henry Reuss (D-Wis.) forecast stormy legislative weather ahead for the bill introduced by Rep. Oren Harris (D-Ark.) to revamp the FCC.

Reps. Moss and Reuss, who support the President's plan to reorganize the commission by strengthening the chairman's powers, said the broadcasting industry pressures that have all but killed that plan would next be loosed on the Harris bill (HR 7333).

The congressmen, members of the House Government Operations Committee, expressed their views in a separate statement filed Thursday with the committee report that urges disapproval of the President's plan.

The committee had voted on May 25 to recommend rejection of the FCC plan and approval of reorganization proposals for the Federal Trade Commission, the Securities and Exchange Commission and the Civil Aeronautics Board (BROADCASTING, May 29).

The statement by Reps. Moss and Reuss—one of four filed with the report—bristles with criticism of the efforts of the broadcasting industry and the Federal Communications Bar Assn. to kill the FCC plan.

The measure can be called up for a vote at any time, and a simple majority of the House can defeat it. A vote is expected before the end of next week. The plan would go into effect unless vetoed by either House before June 26.

Mild Rejection ▪ The committee report urging rejection of the President's plan was so as to avoid the appearance of a rebuke to the administration. The report approves the bill's objectives—to improve the commission's efficiency—but says its vagueness "creates the dangers of uncertainty and confusion" and could lead to interminable court wrangles.

It supports Rep. Harris' contention that the plan should be rejected to pave the way for congressional action. The report adds that, "with few, and relatively minor, modifications," the Harris bill "would, in effect, enact all the provisions" of the President's plan.

Both measures would permit the commission to delegate all of its functions and decide which appeals it would review. Both would also abolish the commission's review staff. But the Harris bill, unlike the President's plan, would not empower the chairman to assign commissioners to delegated tasks. Another difference is that the Harris Bill would enable three members of the seven-man agency to rescind any delegation of authority. A majority would be required under the President's plan.

Bad Omen ▪ It is these similarities, according to Reps. Moss and Reuss, that bode ill for the Harris bill.

They said the FCC plan is virtually identical to the three plans that were approved by the committee. The only difference, they maintained, is that the broadcasting industry has always fought against plans that would streamline the the commission. In Newton N. Minow, they added, "broadcasters have been challenged by a vigorous chairman to program in the public interest or to make way for those who are willing to do so, and the broadcasters, the NAB and their attorneys are giving battle to defeat this threat."

The congressmen asserted that the Harris bill is now in danger of being emasculated by amendment or defeated outright through the efforts of the broadcasting industry. In that event, they said, the President should be prepared to submit another reorganization plan for the FCC.

Reps. Moss and Reuss seared the FCBA with their charge that the lawyers' main worry is that the President's plan would eliminate the right to mandatory review by the full commission in all adjudicatory matters. They said the FCBA demands the right to occupy the time of the full commission in every case which a client has the time and money to litigate completely, "no matter how unimportant or how well settled the points."

"For reasons which should be obvious," the congressmen continued, the FCBA wants "an absolute right to tie up the FCC with unnecessary red tape."

In a much milder statement, Rep. Neal Smith (D-Iowa) joined Reps. Moss and Reuss in their dissent. He limited himself to expressing concern over the fate of the Harris bill in Congress. He said he prefers reorganizing the FCC by means of the President's plan.

Republican Views ▪ Opposition not only to the FCC plan but also to the reorganization plans for the SEC, FTC and CAB was expressed in two additional separate statements filed by five Republicans on the committee.

Rep. Clare Hoffman (R-Mich.) filed one by himself, then joined in another with GOP Reps. George Meader (Mich.), Robert P. Griffin (Mich.), John Anderson (Ill.), and F. Bradford Morse (Mass.).

In his solo statement, Rep. Hoffman said he wants to resist the trend toward Executive assumption of power residing in Congress. He said this trend is furthered by the President's submission of reorganization bills to Congress.

The joint statement agreed with the views of Reps. Moss and Reuss, at least on the reason the President's FCC plan is in difficulty. Fundamentally, the Republicans said, the four plans are identical, and the reasons for disapproving one apply to all. The fact that committee voted to reject only the FCC plan, they added, "is a realistic reflection of the opposition mustered against it."

The Republicans said all four plans would create one-man agencies, destroy their bi-partisan nature, dilute their independence and weaken their link with Congress.

Not much different, says JFK staff

"It's another way of doing the same thing." This is the attitude of White House staffers to the Harris Bill to reorganize the FCC.

There are no serious differences between Reorganization Plan 2 (the White House proposal to reorganize the FCC, which seems doomed to be vetoed) and the Harris Bill, sources close to Dean James M. Landis, Presidential aide on the regulatory agencies said last week.

Except for the deletion of the power of the chairman to assign work to commissioners, and a buttressing of the rights of the minority, there's not much difference from the plan proposed by the President, it was pointed out.

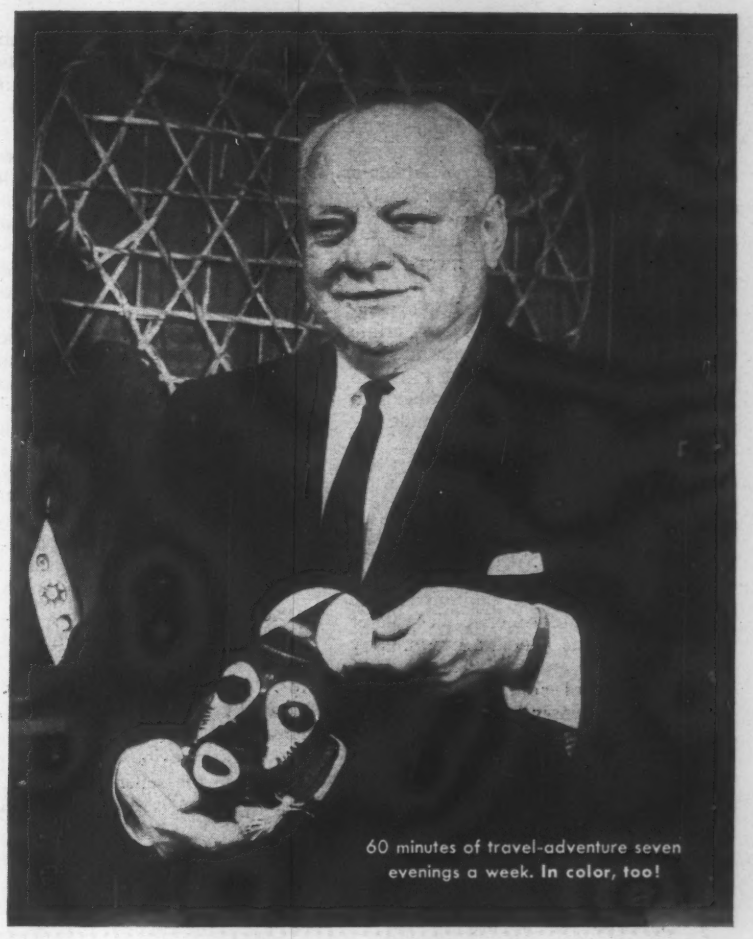
Because there are those who feel that the President's plan makes substantive changes in the Communications Act, it's believed Congress prefers to legislate these amendments itself, rather than through White House action.

Senate juvenile group delays tv hearing

The Senate Juvenile Delinquency Subcommittee has given up hopes of beginning its hearing this week on the effect of television crime and violence on youthful viewers.

A spokesman indicated last week

"IT AIN'T NECESSARILY SO!"



60 minutes of travel-adventure seven evenings a week. **In color, too!**

Who says it takes gunplay, fisticuffs, and other violent action to win an audience?

"George Pierrot Presents," now in its ninth year on WWJ-TV, proves that you can rack up good ratings and sell merchandise without resorting to tactics TV critics delight to condemn.

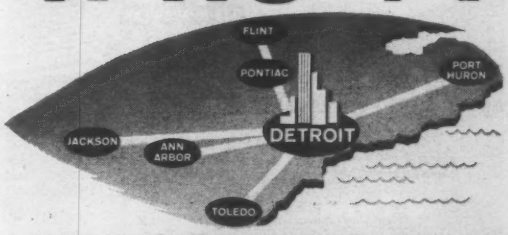
179,900 homes welcome Detroit's famed globe-trotter and his fascinating guests on an average evening.* The program is heartily endorsed by civic and educational organizations. And—it is one of the most commercially successful in the station's history.

Good, sound programming like this is the hallmark of WWJ-TV. For additional information, contact your PGW Colonel or your WWJ-TV local sales representative.

*ARB, Detroit, March, 1961

Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
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that preparations for the hearing were not sufficiently advanced to permit the subcommittee to meet its June 8 target date. (BROADCASTING, May 29). No new starting date was suggested.

The subcommittee staff has been interviewing officials of the networks and local Washington, D. C., stations, in preparation for the hearing. It is also receiving films of certain action-adventure programs from the networks and stations.

The staff is considering clipping segments from the films showing crime and violence and splicing them into one reel for showing at the hearing (CLOSED CIRCUIT, May 29). A staff member said no decision on this has been made.

Townsend Corp., SEC sign consent decree

The U. S. District Court in Newark, N. J., approved a consent decree last Wednesday (May 31) in the case of the Securities & Exchange Commission vs. Townsend Corp. of America, licensee of three am stations [BROADCASTING, May 1].

In its original complaint, the SEC charged the Townsend Corp., Townsend Management Co. and certain of their officers with "gross misconduct and gross abuse of trust." Townsend officials denied the charges, and the consent decree last week noted the defendants do not admit the allegations in the complaint but are agreeing to the arrangement to "dispose of this litigation expeditiously."

The order enjoins the defendants from: buying any security or other interest in any other investment company in violation of the Investment Company Act of 1940, issuing any non-voting stock; issuing any report containing "any information which is false or misleading in any material respect in the light of reports required to be filed pursuant to the Act"; failing to mail semi-annual reports to stockholders in the manner required and within the time specified by the SEC; lending money or property to any person if such person controls or is under common control with TCA or TMC, or any other registered investment company, and causing any investment company, unless registered, to engage in transactions prohibited by Section 7 of the Act.

The settlement provides that the court will appoint one or more persons to sit as an interim board until TCA and TMC divest themselves of securities unlawfully acquired, and all but 72,000 shares of 240,000 shares of Hugh W. Long & Co. previously acquired will be returned to the sellers and a $5¼ million balance due is rescinded. The injunction also calls on the companies and the officers to submit a plan to the SEC for the merger of TCA, TMC and Resort Airlines Inc. Townsend stations are KITE San Antonio, KNOK Fort Worth, both Texas; WKDA Nashville and KHOW Denver.

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Chicago's finest hotel, within walking distance of over 5 Billion Dollars in ad billing.

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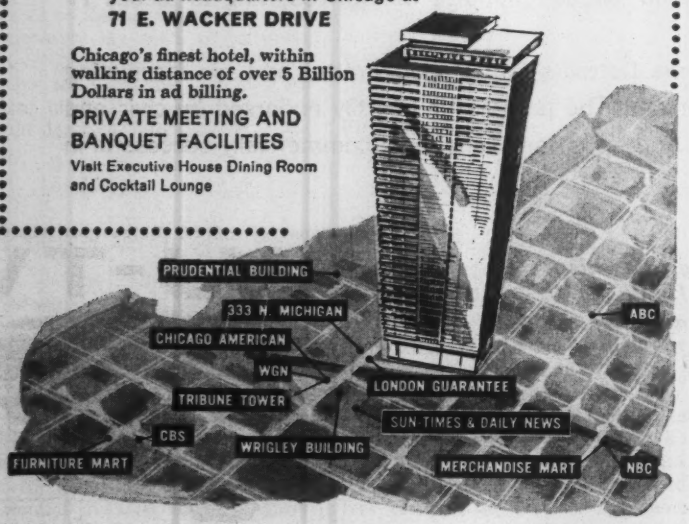

KING ON TV PROGRAMS

FCC can't order improvement in tv, says former member

The American people are not ready to destroy the present free enterprise system of broadcasting and let "what they will see be determined by what somebody in the government thinks they ought or ought not to see," according to former FCC Commissioner Charles H. King.

Addressing the Downtown Optimists Club in Detroit last Wednesday (May 31), Mr. King stressed that it will not be the government which will improve television, but tv itself and the forces of competition, free enterprise and public opinion. The dean of the Detroit College of Law drew this analogy to explain his point:

"There is a saying that in a democracy the people get the kind of government they deserve. Maybe that is true of tv. But there is one big difference. The minority who do not like what they get in government can't do anything about it as long as they remain a minority. But those who don't like most of what's on tv can do something about it and very effectively. They can turn off what they don't like."

Almost everybody in America seems to have two businesses—his own and television, Mr. King said, and every person is sure he could run tv better than broadcasters; that he could regulate it better than the FCC. He labeled FCC Chairman Newton N. Minow's NAB speech (BROADCASTING, May 15,) an example of regulation by the "lifted eyebrow." Mr. King, who was replaced as a member of the FCC by the present chairman, expressed doubts as to the legal authority of the commission to require a local tv station to clear a network program, "no matter how much in the public service," in preference to even the oldest movie.

"But after Mr. Minow made his speech, how many broadcasters do you think will fail to do so?" Mr. King asked.

Bureaucratic Tastes ▪ The Michigan Republican said the chairman promised that there will be no suppression of programming which does not meet with bureaucratic tastes. "Yet he would penalize a broadcaster for carrying an old movie . . . on the basis of bureaucratic taste, even if he didn't use those exact word.

"If that wouldn't be the suppression

A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL ON THIS FIVE-FINGERED TELEVISION QUIZ

Q. Can a television station which has won the coveted SCHOOL BELL AWARD twice, also sell food?

Q. When a young woman heard that 1917 nickels were worth almost a hundred dollars, she took what she had to the nearest bank and found the story true. Yet she was disappointed. Why?

Q. What television station holds the upper hand with 400,000 TV viewing families in Michigan's golden second market?

Q. If two monkeys sit in the corner of a room and look at another pair in another corner, and so forth, until every pair in a corner looks at another pair, how many monkeys could then say they are looking at other monkeys?

Q. Tiros II, the "weather eye" satellite, gives a valuable overall view of global weather. Getting down to earth, what television station boasts the weather shows more TV families "eye" for an overall view of the weather in the multi-city Flint-Saginaw-Bay City market?

NBC CHANNEL 5 WNEM-TV

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EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!

of programming because it didn't meet the tastes of the FCC, then I don't know what would be . . . As a practical matter, the threat of governmental sanctions is just as much prior restraint as if the government had ordered the broadcaster not to show the old movie in the first place."

Mr. King said that several weeks ago he had predicted the FCC would try to improve the quality of tv, that "brave speeches" would be made and the commission would "go through some muscle-flexing motions." But for actual results the agency would be just "spinning its wheels," he said (BROADCASTING, March 6).

"Mr. Minow sure proved me right about the brave speeches," Mr. King told his audience last week. "I wonder if he can prove me wrong about the spinning wheel."

TelePrompTer doesn't like boxing 'promoter' label

TelePrompTer Corp., the biggest name in closed-circuit telecasting of prize fights, favors creation of federal boxing-industry controls—but not if it means TelePrompTer would have to get a boxing promoter's license.

Irving B. Kahn, president of the company made his views known in a letter read into the hearing record of the Senate Antitrust and Monopoly Subcommittee last week. The subcommittee was holding a hearing on an anti-racketeering boxing bill (S 1474) co-sponsored by Sen. Estes Kefauver (D-Tenn.), subcommittee chairman, and Sen. Clair Engel (R-Calif.).

Mr. Kahn said he has long felt there was a need for federal legislation in this field. But he objected to a provision in the bill that would include his company within the definition of "promoter." The closed-circuit telecasting of prize fights "in no way constitutes 'promotion' as that term is understood in the industry," Mr. Kahn wrote. He also said "there is no basic difference between whether the contest is transmitted on closed-circuit or conventional television."

In his statement opening the hearing, however, Sen. Kefauver made it clear he feels closed-circuit tv should be brought within the scope of the bill. "A new type of boxing promoter—the closed-circut tv magnate—has arisen in recent years," he said. "Corporations engaged in closed-circuit tv wield immense power over the conduct of major boxing contests; yet, they are neither licensed nor regulated by the federal government—as are the tv networks."

The bill, which Sen. Kefauver said is aimed at ridding boxing of underworld control, would establish a National Boxing Commissioner's Office, within the Justice Dept.

A CHANNEL 5 WHIZ

OUR CHANNEL 5 WHIZ IS RON COLLINS, YOUR PETRYMAN IN CHICAGO

A. WNEM-TV . . . the only television station to win the distinguished SCHOOL BELL AWARD in Michigan, and NEA'S SCHOOL BELL AWARD for America in the same year . . . not only can sell food — but does! $300 million dollars worth of groceries move on air in the Channel 5 viewing area.

A. Because nineteen hundred and seventeen nickels will always be worth almost $100.

A. The rich and powerful one-quarter billion dollar Flint-Saginaw-Bay City market . . . and all of rich Eastern Michigan, is held solidly and dominantly in the hand of Channel 5 . . . the prime mover that influences food-purchasing decisions in this multi-city area.

A. None. Monkeys can't say anything.

A. When it comes to reporting the weather, that's easy. Your latest Nielsen (NSI, Mar. '61) shows an average high of 71,000 viewing families watch the 6:00-6:15 P.M. News and Weather, Mondays through Fridays, on CHANNEL 5, and 39,200 TV families stay with CHANNEL 5 for Weather and Sports from 11:15 to 11:30 P.M., Mondays through Fridays.

NBC CHANNEL 5 WNEM-TV

serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION — ALL WAYS!

FCC seeking comments on space activity

The FCC has tentatively adopted a proposal for international frequency allocations in the fast-approaching space communications field.

By a second notice of inquiry, the commission asked for comments on preliminary views concerning the establishment of space services for communication satellites, research, meteorology, aeronautical mobile and for telemetry, command, guidance and tracking functions associated with such services. Comments are requested by June 23. After receipt and analysis of the comments, and any modifications to the proposals that may be required, the commission will submit the proposals to the State Dept. for discussion with other countries. The proposals were developed in consultation with the Office of Civil & Defense Mobilization and the Interdepartmental Radio Advisory Committee.

KOOL-AM-TV gets support

Pledges of support for legislation to suspend the equal time provision of the Communications Act have been received by KOOL-AM-TV Phoenix, Ariz. Tom Chauncey, president and general manager of the stations, had wired Rep. Morris K. Udall (D-Ariz.) and Arizona Gov. Paul Fannin offering free time in 1962 elections for state and local candidates if Sec. 315 is suspended (BROADCASTING, May 29). Both Mr. Udall and Gov. Fannin replied they are in favor of the idea and would support such legislation.

FCC extends deadline in N.Y.-L.A. etv case

At the request of New Jersey Gov. Robert B. Meyner, the FCC extended the deadline last week for comments on methods of reserving a vhf channel for educational tv in New York and in Los Angeles.

The governor asked an extension from last Thursday (June 1) to July 15. The commission first postponed the deadline to June 12 but later in the week extended the date to July 6. Originally, comments were due May 1 but were extended earlier at the request of several parties, including WNEW-TV and WOR-TV, both New York, who also had asked for another extension beyond June 1.

Gov. Meyner's principal concern is the fate of ch. 13 WNTA-TV Newark-New York, the only vhf assigned to New Jersey. Negotiations presently are underway to sell the station, whose transmitter is located atop the Empire State Building, to educational interests in New York. Gov. Meyner said that he has appointed a committee to study methods of retaining ch. 13 for New Jersey and that he wants to closely review that committee's comments.

In a comment filed last week, the Educational Tv Inc. of Los Angeles, said no city is better adapted to support etv than Los Angeles. ETI urged the commission to adopt a policy which give "favorable consideration" in future applications for any licensee which has released its facilities for etv.

How to defeat conflict of interest bills

Congress was told last week that the best way to assure defeat of a conflict-of-interest bill is to make members of Congress subject to its provisions.

Rep. Charles E. Bennett (D-Fla.) gave this practical-politics advice in testimony before the House Antitrust Subcommittee, which was considering four bills designed to strengthen laws which the subcommittee feels are "confused and inadequate."

Rep. Bennett said he personally feels congressmen should be included in conflict-of-interest legislation. "But as a practical matter," he said, "I question whether you should put something in that will defeat the bill."

He made his remarks in response to a question from Chairman Emanuel Celler (D-N.Y.), author of one of the bills. His measure (HR 3411), would include congressmen, as well as members of the executive branch, agency members and virtually every other government officer or employe. An identical measure (HR 3412) has been introduced by Rep. William M. McCulloch (R-Ohio), ranking minority member on the subcommittee.

The subcommittee is also considering an administration bill (HR 7139), introduced by Rep. Lester Holtzman (D-N.Y.); a New York City Bar Assn. bill (HR 3050), introduced by Rep. John V. Lindsay (R-N.Y.); and HR 302, authored by Rep. Bennett.

Executive Branch Only ▪ The Bar Assn. and administration bills are restricted to members of the executive branch, and make a distinction between part-time and permanent employes, which the Celler bill doesn't. All three seek to provide a comprehensive revision of existing conflict-of-interest legislation.

'Portfolio' for USIA

John S. Hayes (left), president of the Post Newsweek Stations, presents to Edward R. Murrow, director of the United States Information Agency, video tape recordings of two half-hour WTOP-TV Washington programs seen recently on the *Portfolio* series that the USIA will use overseas. The programs were produced by Lawrence Beckerman, WTOP-TV's director of public affairs. They are "The Lincoln Papers" and "The Howard University Choir."

This mark tells you a product is made of modern, dependable Steel.

How Bob Maciejczak earned an extra $18,827

Bob Maciejczak works at U.S. Steel's South Works in Chicago, Illinois, and he's the Corporation's champion Employee Suggestion Plan winner. Over the last four years, he has had sixteen suggestions adopted—and he's been awarded $18,827.

Thousands of U.S. Steel employees have received cash awards that are based on benefits generated by their suggestions. Since 1957, employees have sent in over 200,000 suggestions; and more than 46,000 have been adopted and put into operation. The Employee Suggestion Plan is one of the many ways U.S. Steel develops better techniques, better employees—and better steel.

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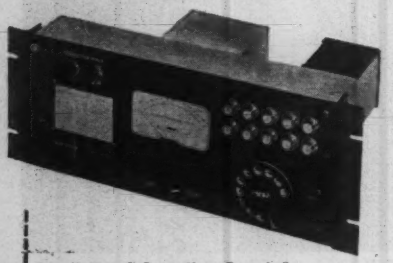

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VOA GETS FULL BUDGET

But House slashes USIA request by $16 million

The Voice of America will get the full $19 million requested for it in the fiscal year beginning July 1, under an appropriations bill approved by the House of Representatives Thursday. The bill now goes to the Senate.

The budget request for the parent U.S. Information Agency, however, was slashed $16 million, from $151.4 million to $134.7 million. Actually, the total voted is almost $19 million less than President Kennedy asked in his special message to Congress last month (BROADCASTING, May 29).

The vote came on a $751.3 million appropriations bill, dealing with the State and Justice Departments, the Judiciary and the Civil Service Commission, as well as the USIA, which followed exactly the recommendations of the Appropriations Committee.

The USIA appropriation, despite the slash, is $3 million more than Congress granted the agency for fiscal 1961. And in terms of what the agency considers its basic budget—the amount allotted for salaries and expenses—the increase amounts to $6.6 million, from $103.4 million to $110 million.

Ample Funds ▪ President Kennedy had asked the additional $3 million for USIA to strengthen the agency's radio and television programs for Latin America and Southeast Asia. The Appropriations Committee said that by more "efficient" use of its resources, together with the additional funds granted, the total should be "ample" to carry on an expanded program.

Although the Voice was voted the money requested, funds for acquiring and constructing radio facilities were cut from $10.58 million to $7.15 million. The bulk of this cut, $3 million, would have gone for speeding construction of a relay station in Liberia.

In the House debate preceding the voice vote, actress Helen Hayes was criticized for accepting $2,500 weekly to appear in three plays which USIA sent overseas. Without mentioning her by name, Rep. Barratt O'Hara (D-Ill.) said the "great American actress" goes abroad not to spread culture "but for $2,500 a week." He said it wasn't "a case of what she could do for her country—but of what her country could do for her."

Hearing on 'ex-parte' bill begins tomorrow

The House Commerce Committee begins a four-day hearing tomorrow (June 6) on a bill (HR 14) aimed at protecting regulatory agencies from improper influence and *ex parte* contacts.

Chairmen of the agencies affected are scheduled to testify. FCC Chairman Newton N. Minow is expected to appear Friday. The other agencies are the Civil Aeronautics Board, the Federal Power Commission, the Federal Trade Commission, the Interstate Commerce Commission, and the Securities & Exchange Commission.

The bill was introduced by Commerce Committee Chairman Oren Harris (D-Ark.), who sponsored an identical measure in the last session of Congress. It was drafted, he said, as the result of "improprieties" brought to light by his old Oversight Subcommittee in its investigation of the regulatory agencies, particularly the FCC, between 1957 and 1960.

The measure would seek to ban backdoor influence on the commissions, require commission employes and members to maintain high ethical standards in the conduct of their duties, and make *ex parte* contacts in on-the-record proceedings subject to criminal penalties.

Obscenity bill moves

The Senate Government Operations Committee has approved a bill that would seek to enlist all informational media in an effort to stamp out trafficking in obscene materials. The

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bill (S 162), co-sponsored by 24 senators, would create a commission to explore means of combatting the sale and distribution of pornography in all forms. The commission would be composed of representatives of government agencies, the general public, radio-television, the movies and publishing.

British visitors to study television problems

A British government broadcasting committee has picked up a decades-old American thorn—should newspapers be allowed to own radio stations; although in the UK case it's tv stations?

This was acknowledged by Sir Harry Pilkington last week. Sir Harry is chairman of a committee of 12 members appointed by the British postmaster general July 13. Its mission is to survey the whole of broadcasting in Great Britain—including the opening of new bands for a third tv network, color tv, pay tv and stereophonic radio.

The committee is expected to submit its recommendations next spring.

Sir Harry and four members of his committee spent a long weekend in the United States beginning last Thursday. They hurried back to Britain today (June 5).

The group included, in addition to Lady Pilkington, Dr. R. L. Smith-Rose, Mrs. Elizabeth Whitley, Elwyn Davies and D. G. C. Lawrence.

They spent Thursday in Washington conferring with FCC officials and staff. On Friday and Saturday they visited in New York with officials of the National Educational Tv & Radio Center, RCA and NBC.

The committee was appointed to take a new look at radio and tv in Great Britain. This includes both the BBC and the ITA. BBC operates the only sound radio network in Britain; it also runs one of two tv networks in UK. ITA operates the second tv network under commercial conditions. Its charter expires in July 1964.

Aspirin-makers deny deceptive advertising

The makers of Bayer and St. Joseph aspirin have both denied charges of deceptive advertising. In a response to the Federal Trade Commission last week, Plough Inc., maker of St. Joseph Aspirin, claims that in none of its advertising does it represent that its product relieves pain faster than any other analgesic. Plough claims St. Joseph Aspirin is "ready" to go to work faster because it disintegrates more rapidly than any other pain-killer. The company also said its aspirin acts as fast as any other analgesic.

Sterling Drug Inc., maker of Bayer Aspirin and Bayer Aspirin for Children, said that its claims of fast action are directed at the premise that no other aspirin acts faster than its products. Both companies ask that the FTC dismiss its complaints. The FTC complaints were issued last March against Anacin and Bufferin as well as the two aspirin products. Replies were received last April (BROADCASTING, May 2).

Briefing sessions

Discussions with leaders of two of the three tv networks on international matters were the order of the day for FCC Chairman Newton N. Minow last Monday (May 29). RCA (parent to NBC) Board Chairman General David Sarnoff had lunch with the chairman with discussion centered around global communications and the general's recent speech in Detroit on the subject.

AB-PT President Leonard Goldenson, Donald Coyle, ABC international vice president, and Al Beckman, Washington network vice president, brought the chairman up-to-date on ABC's budding overseas operations, which now include ownership interests in 19 foreign tv stations.

Tv programming exported for overseas consumption—one of the phases of tv attacked by Chairman Minow in his NAB speech (BROADCASTING, May 15)—was not mentioned.

FCC opens space meeting to 'interested parties'

The FCC has decided that discretion in space communications policy is the better part of valor. The agency has agreed to invite to its meeting today companies other than those engaged in international telecommunications.

The commission two weeks ago called a special exploratory meeting of international common carriers for June 5 to discuss the establishment of a single "carrier's carrier" to handle overseas telecommunications via space satellites (BROADCASTING, May 29). At that time the FCC said all such carriers would be invited, but not manufacturers or other entities concerned primarily with domestic communications. Complaints followed, and General Electric's subsidiary, Communications Satellites, Inc. asked the FCC to reconsider.

The commission decided last week to invite all interested parties—particularly those who participated in the original proposal to establish a joint venture carrier to handle satellite relaying. The agency remained adamant, however, on the purpose of the meeting: the establishment of a joint common carrier comprising only those companies engaged in international communications.

Besides GE, other non-carriers expected to be invited to the meeting today are Lockheed Aircraft Corp. and General Telephone & Electronics Corp.

FCC completes Orlando rehearing

Only three additional witnesses were called last week in the FCC's rehearing of its June 1957 Orlando, Fla., ch. 9 grant and the record in the *ex parte* case was closed.

When the hearing resumed Thursday (June 1), Paul Dobin, counsel for winning applicant Mid-Florida Tv Corp. (WLOF-TV), was recalled to the stand for further questioning on the role played by Orlando attorney William H. Dial (BROADCASTING, May 29). Mr. Dial has admitted contacting former Commissioner Richard A. Mack, a close personal friend, while the ch. 9 comparative case was pending.

Mr. Dobin said that he first met Mr. Dial in October 1957 when the latter came to Washington at the request of former Mid-Florida principal John W. Kluge. On this same trip, Mr. Dial earlier testified that he went to see Mr. Mack—but without the knowledge of Messrs. Dobin, Kluge or other WLOF-TV principals.

The Mid-Florida counsel also testified that he did not know Messrs. Dial and Mack were friends until their relationship was disclosed in May 1958 by the Legislative Oversight Subcommittee. Mid-Florida won the ch. 9 grant over competing applicant WORZ Orlando.

William G. Conomos, general manager of the *Orlando Sentinel-Star*, testified concerning a news release from WLOF-TV stating it had received the grant and dated by the paper April 15, 1957—seven weeks before the grant was made. Mr. Conomos said he did not recall when he first saw the release but that the penciled notation on the release, "hold for decision by FCC," was in his handwriting.

Under cross-examination by Mr. Dobin, Mr. Conomos said that it is not at all uncommon for advance releases of this type to be sent to newspapers. Also, he said, none of the Mid-Florida principals had ever indicated to him that they had any advance knowledge of how the commission would vote.

Richard Zwolinski, FCC attorney, was called to the stand very briefly and reported on early phases of the commission's investigation of the case. He said that an interview in the fall of 1960 with William O. Murrell Jr., WORZ principal, was "very unproductive."

Hearing Examiner James D. Cunningham ordered Mid-Florida, WORZ, and the FCC general counsel's office to submit their proposed findings by June 26 with replies due July 3.

How to get a raise at Grey

Shrewd time buying demands far more than a slide rule and a head for figures. Certainly at the Grey Agency. At Grey they make qualitative judgments (which is really what media men get paid for, and how they earn nice fat raises).

Without a shred of modesty we applaud Grey's acumen in selecting WICE to boost coffee and bread sales in Providence. We hope you will soon discover, too, that WICE is indeed the live wire in Providence, the station that people listen to with both ears. Which is why we think our listeners should really be counted double.

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PROVIDENCE
AN ELLIOT STATION
Representatives: Avery-Knodel

WPEN HAS THE STAR PERSONALITIES

★ MATURE, ESTABLISHED PERSONALITIES ★ AWARD WINNING NEWS ★ EXCLUSIVE HELICOPTER TRAFFIC REPORTS ★ FIGHTING EDITORIALS ★ ADULT MUSIC ★

WPEN
THE STATION OF THE STARS
CALL GILL-PERNA, INC.

Stock market reports fresh from floor

Spencer firm offers new service to western stations

To help radio stations provide a service for their audience on the day-to-day activities of the stock market, W. G. Spencer & Assoc. of Los Angeles has developed a new program service titled Direct Stock Market Reports. It is being offered to stations in the western states. The service is a morning and evening market report, each two minutes in length. They are read by Bill Thomas, financial reporter for ABC-owned KABC Los Angeles and KGO San Francisco.

The subscribing station calls a private number on the floor of the Pacific Stock Exchange between 7:30 and 8 a.m. or between 2:30 and 3 p.m., Pacific Time, and records the two-minute report. Each station is assigned to a specific 10-minute period within each half-hour, to insure immediate service.

Rate for the service is $2.50 per report, including the telephone call charge. For example, if a station pays $1 to reach the number and record the report, it would pay $1.50 to the Spencer organization.

Six months in development, DSMR went into operation May 15. A week later it was being supplied to KIDD Monterey, KXOA Sacramento, KIOT Barstow and KMLA (FM) Los Angeles, all California. Another dozen California stations are slated to inaugurate the marketcasts within the next couple of weeks. The service will be available elsewhere in the West within the next six weeks according to Arthur Kevin, executive vice president. Mr. Kevin, who conceived the idea for DSMR, was previously news and public affairs director of KEZY Anaheim, Calif.

W. G. Spencer, president of W. G. Spencer & Assoc., is also head of The Spencer Co., a holding company which has financial interests as well in Design West and W. G. Spencer Adv., Los Angeles agency. The new firm is located at 8721 Sunset Blvd., Los Angeles 46. Telephone is Oleander 5-5546.

OVERSEEN

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 5-9, 12-14 (10:30-11 a.m.) **Play Your Hunch,** part.

June 5-9, 12-14 (11-11:30 a.m.) **The Price Is Right,** part.

June 5-9, 12-14 (12-30-12:55 p.m.) **It Could Be You,** part.

June 5-9, 12-14 (2-2:30 p.m.) **The Jan Murray Show,** part.

June 5-9, 12-14 (11:15 p.m.-1 a.m.) **The Jack Parr Show,** part.

June 5, 12 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

June 7, 14 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

June 7 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

June 7 (10-10:30 p.m.) **It Could Be You,** Proctor & Gamble through Benton & Bowles.

June 8 (9:30-10 p.m.) **The Ford Show,** Ford through J. Walter Thompson.

June 9 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

June 10 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

June 10 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

June 10 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

June 11 (6-6:30 p.m.) **Meet the Press,** co-op.

June 11 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

June 11 (9-10 p.m.) **The Chevy Show Chevrolet through Campbell-Ewald.**

June 13 (10-11 p.m.) **Tv Guide Award Show,** Lever Bros. Lipton Div. through BBDO.

NBC Films is new name for California National

NBC Films is the new name for California National Productions, the tv film syndication arm of the network. The change in name was revealed last week by Alfred R. Stern, vice president of NBC Enterprises in an announcement which said that NBC Films will place two off-network programs into syndication sometime within the next few weeks.

Mr. Stern has appointed Bill Breen, formerly eastern sales manager of California National, to the new post of national sales manager, reporting to Morris Rittenberg, director of NBC domestic exchange. Though no reason was given for the name change, it was believed that as NBC Films, the company hopes to achieve stronger identity with the network.

Videotape Productions leases NBC-TV facility

Videotape Productions of New York Inc. will triple its studio space next fall by leasing a three-studio and office facility at W. 67th St. and Columbus Ave. from NBC-TV. It reportedly is

Talk about a stacked deck! This one's packed with aces—and they're all being dealt to you. Sylvania offers a powerful "hand" of hard-working, high-efficiency Mercury-Vapor Rectifiers for your power supply replacement needs.

You'll find these husky Rectifiers have the kind of stamina that means longer working hours, reduced maintenance time. Your station management will value that Sylvania brand of quality because it offers lower tube costs per hour of operation.

Deal yourself in! Phone your Sylvania Industrial Tube Distributor for prompt delivery on Mercury-Vapor Rectifiers and all Sylvania Tubes for AM, FM, VHF, and UHF. Ask for the descriptive "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 126, 1100 Main Street, Buffalo, New York for your copy.

POPULAR SYLVANIA MERCURY-VAPOR RECTIFIERS

Sylvania Type	Maximum Anode Ratings Voltage (Vdc)	Current (Adc)
575-A	15,000	6.0
673	15,000	6.0
857-B	22,000	20.0
866-A	10,000	1.0
869-B	20,000	10.0
872-A	22,000	20.0
8008	10,000	5.0

SYLVANIA

Subsidiary of GENERAL TELEPHONE & ELECTRONICS

New York's only plant originally constructed for tv use.

Videotape Productions, since its start more than two years ago, has been housed at the Century Theatre. John B. Lanigan, vice president and general manager, reported the company's business has doubled each year in the present location and "our confidence in further dramatic growth in all areas of Videotape production is already substantiated by bookings for both commercials and shows in our multi-studio set-up." With increased space and additional equipment, the company expects also to service closed circuit industrial and trade shows, and other new business areas.

Film sales...

Paramount Post '49 Films (Colorama Features, Hollywood): Sold to WAGA-TV Atlanta; WBRE-TV Wilkes-Barre, Pa.; WFIL-TV Philadelphia; WNHC-TV New Haven, Conn.; WOR-TV New York; WCKT (TV) Miami; WSM-TV Nashville, Tenn.; WFBM-TV Indianapolis; KUTV (TV) Salt Lake City; KING-TV Seattle; KGW-TV Portland, Ore.; WFLA-TV Tampa, Fla. Of the 22 films, 19 are in color.

Big Time Wrestling (Barnett-Doyle) WWL-TV New Orleans, KSL-TV, Salt Lake City, WBAY-TV, Green Bay, Wis., and WJBF-TV, Augusta. Ga.

Ripcord (Ziv-UA): WCPO-TV Cincinnati, KPIX (TV) San Francisco, KIRO-TV Seattle. Now on 46 stations.

191 Looney Tunes Cartoons (Seven Arts Assoc.): Sold to WOR-TV New York.

Films of '50's, Vol. II (Seven Arts Assoc.): Sold to WCAU-TV Philadelphia; WTIC-TV Hartford; KSD-TV St. Louis; WKBW-TV Buffalo; KLZ-TV Denver; KENS-TV San Antonio; KGMB-TV Honolulu; WSOC-TV Charlotte; WFLA-TV Tampa; KTVK (TV) Phoenix; WOC-TV Davenport, and WHYN-TV Springfield, Mass. Now in 12 markets.

Debbie Drake Show (Banner Films): Sold to WSIX-TV Nashville; WTOC-TV Savannah; WMT-TV Cedar Rapids; WDAY-TV Fargo; WJHL-TV Johnson City, Tenn.; KSOO-TV Sioux Falls; KBMT (TV) Beaumont; KPLR-TV St. Louis; WBIR-TV Knoxville; WHIO-TV Dayton; KTVO (TV) Kirksville, Mo.; KATV (TV) Little Rock; WDAU-TV Scranton; WLOS-TV Asheville; WRBL-TV Columbus, Ga.

Films of the '50's (Seven Arts Assoc.): Sold to WKST-TV Youngstown, Ohio; KSWB (TV) Elk City, Okla.; KQTV (TV) Fort Dodge, Iowa, and KMED-TV Medford, Ore. Now in 85 markets.

Big Time Wrestling (Barnett-Doyle Productions): Sold to WCHS-TV Charleston, W. Va.

Documentary Spectaculars (Banner Films): Sold to KTLA (TV) Los Angeles; KOA-TV Denver; WTCN-TV Minneapolis; KFMB-TV San Diego; WSM-TV Nashville; WFLA-TV Tampa; WDAF-TV Kansas City, and KPLR-TV St. Louis.

Program notes...

SG's profit up ▪ Screen Gems Inc., N. Y., reports net profit of $1,817,000 for the nine month period ended April 1, as compared with $861,000 for the corresponding period ended March 28, 1960. Earnings per share of common stock rose to 72 cents from 34 cents.

Entries sought ▪ U. S. entries in tv and radio categories for the 1961 Prix Italia are being accepted, The Broadcasting Foundation of America announced last week.

Categories are musical production and documentary for tv, literary or dramatic works, and musical compositions with words for radio. For tv, broadcast must have come later than September 1960, while for radio it's an additional year (after September, 1959).

Expanding ▪ James Love Productions Inc., N. Y., has opened new offices with expanded client operating services at 2 West 46th St. Services include; complete creative department, printing and print distribution, and additional account representatives.

Residual payments ▪ Campaign to add producers to the list of those receiving residuals for their work on tv programs will be a basic objective of the Television Producers Guild, in accordance with action of the organization's annual membership meeting, held May 27 in Hollywood. Group enthusiastically approved statements of TPG officers that the current demand for improved programming, for which the producer is primarily responsible, makes the case for residual payments for producers more valid than ever. No immediate plans for the conduct of the campaign were revealed.

Promising year ▪ A 20-minute film, *This Promising Year* was shot for the Charlotte, N. C., Chamber of Commerce by WSOC-TV Charlotte. Outlining the C of C's plans for the coming year, the film will be available for showings before local clubs, schools and church groups. Costs were donated by the station as a community service.

New program ▪ Beginning Monday, May 29, *Memorandum*, a new program series is being carried by WJR Detroit. Written by Jim Vinall, *Memorandum* is a documentation of the various areas of science, commerce, the arts and the geography of the region with occasional visits into the socio-economic complex. The vignettes are designed to cover the areas of interest that are not covered in news programs. *Memorandum* is being sponsored by the Detroit Bank and Trust Co., each Monday, Wednesday and Friday.

Human interest ▪ MGM-TV has bought *The Russell Nype Show*, a half-hour filmed human-interest series, starring Mr. Nype, who will act and sing. The series was created and packaged by him, together with Jameson Brewer, who will function as writer and associate producer.

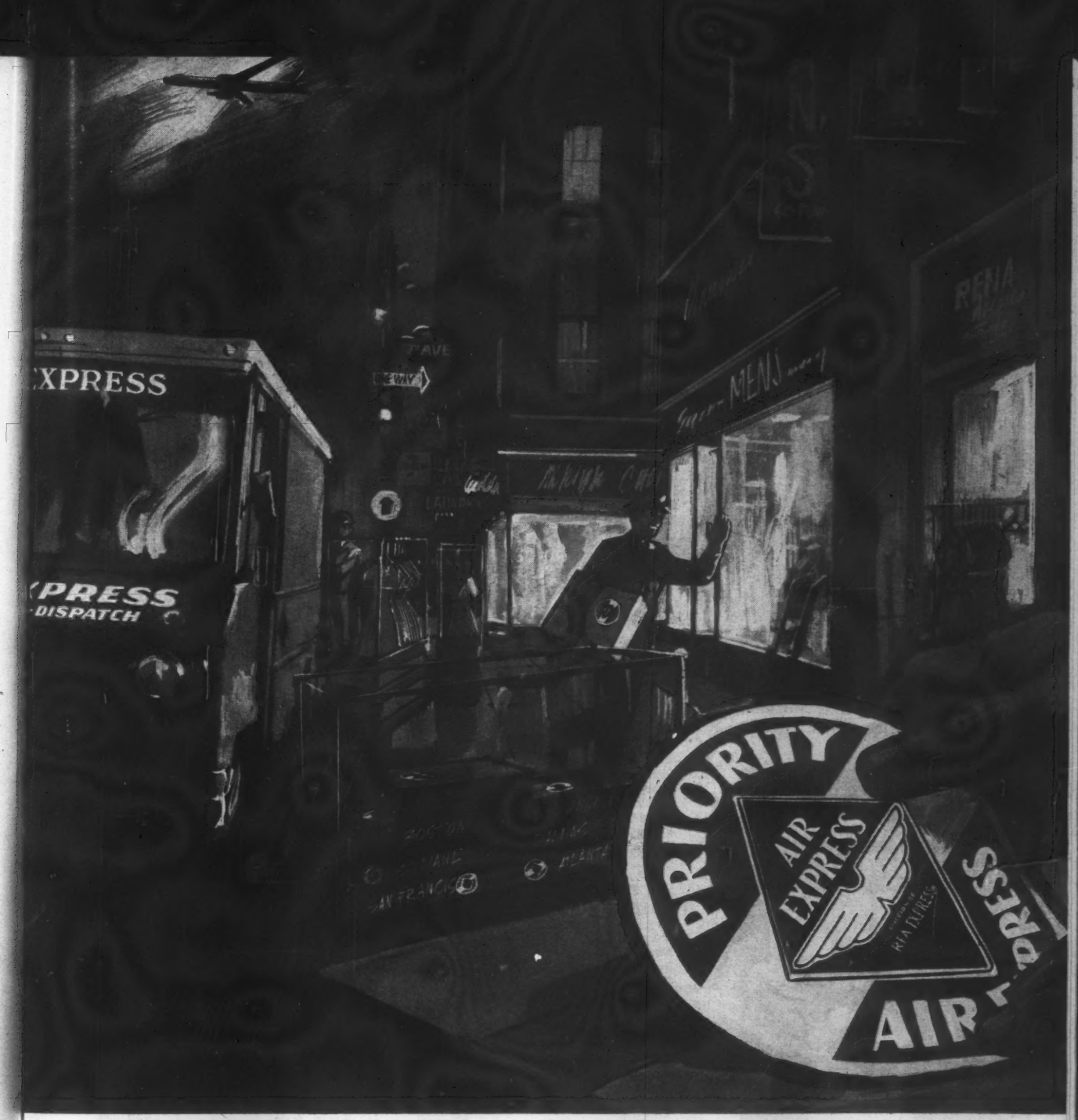
HST's tv series

Former President Harry S. Truman is expected to announce a new tv series based on his career at a news conference to be held at New York's Hotel Carlyle today (June 5). The series will be produced by David Susskind through Talent Assoc.-Paramount Ltd. and is believed to be headed for an eventual prime-time network slot (CLOSED CIRCUIT, May 29).

WGA panelists to talk on Minow's 'wasteland'

A panel discussion, "Television on Trial," to be held at a meeting of the tv-radio branch of the Writers Guild of America this Thursday at the Beverly-Hilton, Beverly Hills, Calif., will include Ashbrook P. Bryant, chief of the FCC office of network study; Tom McDermott, executive vice president of Four Star Television; Leslie Bruce, advertising director of Purex Corp.; Gene Roddenberry, tv writer, and a network spokesman not yet named.

The panel discussion, in which each spokesman will defend his group—advertiser, agency, network, producing company, writers—against FCC Chairman Newton Minow's charge that they have all conspired to make tv a "vast wasteland," will be the concluding part of an evening program which begins with the presentation of WGA awards for the best tv-radio writing of the 1959-60 season. Award categories for television are: drama, anthology, 30 minutes and more than 30 minutes; drama episodic, 30 minutes and more than 30 minutes; adaptation from material not originally written for television, any length; episodic comedy, any length; variety, any length; documentary, any length. There is one award for a radio script, any type, any length.



This label speeds styles from sewing-room to showroom overnight

Styles stitched together today can set trends tomorrow anywhere in the 50 states and Canada, when they get the distinctive AIR EXPRESS label. This label tells many things to many people. It tells the drivers of 13,000 special AIR EXPRESS trucks to pick up and deliver door-to-door. It tells the loading crews of America's 35 scheduled airlines that this shipment goes first on, first off. And it says that it rates kid-glove handling all the way. Are you planning to ship new products or styles? Call AIR EXPRESS today and discover how little it costs to put this label on your shipment and get all the competitive advantages that go with it.

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF R E A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

ALL INCOME BRACKETS WATCH 'MITCH'

May TvQ also shows strong competition from 'Bonanza'

Sing Along With Mitch consolidated its April lead in the May TvQ race of "favorites," again out-polling another NBC front-runner, *Bonanza*.

The divergence in the attitude and audience scores has been subject to experimentation by both TvQ and customers (one large agency has been charting receptiveness to commercials by combining popularity scores and head counts). TvQ has a theory that there is audience prediction value in the Q scores. The research company is still checking the theory but meanwhile is willing to predict that *Mitch* will be one of next season's "star" shows.

A look at the exclusive age-income-population breakdowns below dramatizes different appeals. Scores of ABC's *Flintstones* suggest that it is being appreciated on two levels, strictly as a cartoon by children, and as satire by their parents, particularly those with high incomes and in metropolitan areas. Other examples of specialized appeal are NBC's *Ernie Ford Show* (strongest in rural areas) and ABC's *Lawrence Welk* (strong with old folks).

TvQ scores are gathered each month by a division of the Home Testing Institute, Port Washington, L.I., from a 2,100-person (tv homes) rotating sample. The Q is the percentage of those familiar with a show who call it "one of my favorites."

BY INCOME

$8,000 & Over

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	55
2	Flintstones	ABC	45
2	Summer Sports Spectacular	CBS	45
4	Andy Griffith	CBS	43
5	Eyewitness to History	CBS	40
5	Red Skelton	CBS	40
7	Bonanza	NBC	39
7	CBS Reports	CBS	39
9	Bell Telephone Hour	NBC	38
9	Untouchables	ABC	38
11	Real McCoys	ABC	37
11	Winston Churchill	ABC	37
13	Garry Moore	CBS	36
13	Perry Mason	CBS	36
13	Thriller	NBC	36
13	Wagon Train	NBC	36

$5,000-$7,999

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	55
2	Bonanza	NBC	52
3	Andy Griffith	CBS	51
4	Flintstones	ABC	50
5	Real McCoys	ABC	49
6	Red Skelton	CBS	46
7	Wagon Train	NBC	45
8	My Three Sons	ABC	42
8	Walt Disney	ABC	42
10	Candid Camera	CBS	41
10	Gunsmoke	CBS	41
12	CBS Reports	CBS	40
13	Expedition	ABC	39
13	Rifleman	ABC	39
13	Winston Churchill	ABC	39

Under $5,000

Rank	Program		TvQ
1	Bonanza	NBC	57
2	Sing Along With Mitch	NBC	54
3	Andy Griffith	CBS	53
3	Wagon Train	NBC	53
5	Real McCoys	ABC	50
6	Red Skelton	CBS	48
7	Flintstones	ABC	47
8	Gunsmoke	CBS	44
8	Rawhide	CBS	44
10	Ford Show	NBC	43
11	CBS Reports	CBS	42
11	Route 66	CBS	42
11	Thriller	NBC	42
14	Candid Camera	CBS	40
14	Rifleman	ABC	40

TOTAL AUDIENCE

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	55
2	Bonanza	NBC	52
3	Andy Griffith Show	CBS	51
4	Flintstones	ABC	48
4	Real McCoys	ABC	48
4	Wagon Train	NBC	48
7	Red Skelton	CBS	46
8	CBS Reports	CBS	41
8	Gunsmoke	CBS	41
10	Candid Camera	CBS	40
10	Rawhide	CBS	40
12	Ernie Ford Show	CBS	39
12	My Three Sons	ABC	39
14	Perry Mason	CBS	38
14	Route 66	CBS	38
14	Thriller	NBC	38
14	Untouchables	ABC	38
14	Walt Disney Presents	ABC	38

CHILDREN 6-11 YEARS OLD

Rank	Program		TvQ
1	Flintstones	ABC	90
2	Bugs Bunny	ABC	75
3	Matty's Funday Funnies	ABC	74
4	Dennis The Menace	CBS	72
4	Red Skelton	CBS	72
6	National Velvet	NBC	71
6	Real McCoys	ABC	71
6	Walt Disney Presents	ABC	71
9	Leave It To Beaver	ABC	68
10	Dobie Gillis	CBS	67
10	My Three Sons	ABC	67
12	Andy Griffith Show	CBS	66
13	Pete & Gladys	CBS	64
14	Bonanza	NBC	63
14	Happy	NBC	63

TEENAGERS 12-17 YEARS OLD

Rank	Program		TvQ
1	Bonanza	NBC	70
2	Flintstones	ABC	61
2	Twilight Zone	CBS	61
4	Dobie Gillis	CBS	60
4	Thriller	NBC	60
6	My Three Sons	ABC	59
6	Route 66	CBS	59
8	Malibu Run	CBS	54
9	Red Skelton	CBS	53
9	Surfside 6	ABC	53
9	Untouchables	ABC	53
12	Andy Griffith Show	CBS	52
12	Checkmate	CBS	52
14	Wagon Train	NBC	51
15	Roaring 20's	ABC	48

YOUNGER ADULTS 18-34 YEARS OLD

Rank	Program		TvQ
1	Bonanza	NBC	49
2	Andy Griffith Show	CBS	47
3	Sing Along With Mitch	NBC	45
4	Checkmate	CBS	43
5	Untouchables	ABC	42
5	Wagon Train	NBC	42
5	Winston Churchill	ABC	42
8	Flintstones	ABC	40
8	Red Skelton	CBS	40
10	Thriller	NBC	39
11	Gunsmoke	CBS	38
12	Real McCoys	ABC	37
12	Route 66	CBS	37
12	77 Sunset Strip	ABC	37
15	Alcoa Presents	ABC	36
15	Rawhide	CBS	36

MIDDLE-AGED ADULTS 35-49 YEARS OLD

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	57
2	Andy Griffith Show	CBS	48
3	Bonanza	NBC	46
4	Wagon Train	NBC	44
5	CBS Reports	CBS	43
5	Real McCoys	ABC	43
7	Gunsmoke	CBS	41
8	Candid Camera	CBS	40
8	Red Skelton	CBS	40
10	Ernie Ford Show	NBC	36
11	Flintstones	ABC	35
12	Expedition	ABC	34
12	Garry Moore Show	CBS	34
12	Lawrence Welk Show	ABC	34
15	Perry Mason	CBS	33
15	Rawhide	CBS	33
15	Summer Sports Spectacular	CBS	33

OLDER ADULTS 50 YEARS & OVER

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	67
2	Lawrence Welk Show	ABC	57

KANSAS CITY'S
FASTEST GROWING
STATION!
KUDL
#2
LATEST (FEB. 1961)
PULSE
MON. thru FRI. • 12 N - 5 PM
P.S. SOON FULL TIME
AND 5000 WATTS POWER
Irv. Schwartz, V. P. & Gen. Mgr.
Adam Young, Inc. Nat'l Rep.

NOT A TURNTABLE IN SIGHT!

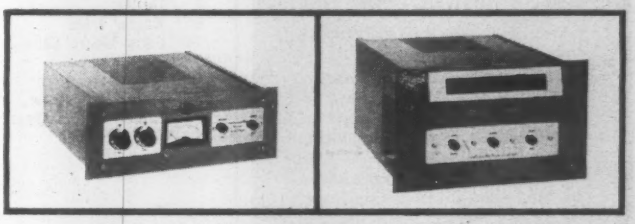
St. Louis WIL Radio Control Room Completely Automated With AUTOMATIC TAPE CONTROL

Faced with an ever-increasing number of taped spots, themes, programs, special effects and production aids, Wonderful WIL turned to AUTOMATIC TAPE CONTROL. 100% of broadcast schedule is recorded on plastic covered tape magazines and stored in control room for instant broadcast use. Operator simply slips the magazine in a playback unit, pushes a button and the material is on the air. The tape resets itself automatically, ready for immediate reuse or storage. The Balaban stations pioneered this equipment which was designed by Automatic Tape Control, Inc., the originator and largest manufacturer of automatic tape control systems (formerly distributed exclusively by Collins Radio Co.) . . . now in use in over 600 radio and TV stations.

Remarkable New ATC-55

Newly developed unit permits playback of 55 consecutive magazines without resetting or reloading. Unit selects, positions, broadcasts, rewinds, disengages the magazine and moves to the next magazine and engages it . . . *all automatically!* The playback element is the same thoroughly-proven Standard Unit with slight modifications. Used in sets of two or more, ATC 55 can give you completely automated broadcasting.

ATC is made by the originator and largest manufacturer of automatic tape control equipment . . . in use in over 600 radio and TV stations



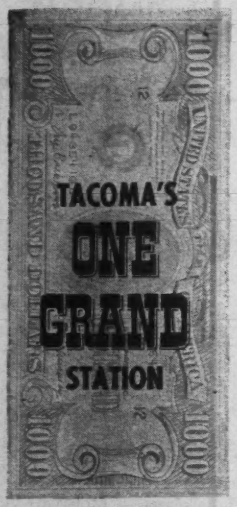
Recording Amplifier | Playback Unit

Recording Amplifier Unit complete for connection to playback unit which, in turn, is installed with audio output connected directly to broadcast console or convenient amplifier system. Both units in 15-inch and 19-inch front panel mounts for either 60 or 50 cycle current. Single or dual cueing tone units available. Frequency response is ±2 db from 70 to 12,000 cps; ±4 db from 50 to 15,000 cps; signal-to-noise ratio is 55 db; wow and flutter are under 0.2% RMS. Write, wire or phone us for full details.

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington Street, Room 101
Bloomington, Illinois



POWER KTNT-Radio . . . 1000 Watts covering the greater Tacoma Metropolitan Area . . . Washington State's No. 2 Market.

AUDIENCE Rated No. 1 of 3 Tacoma stations by PULSE Jan. '61, CONLAN, Mar. '61.

LOWEST COST PER THOUSAND
Compare rate, rating, audience.

Get the **Power, Popularity, Program** story from KTNT
So. 11th & Grant, Tacoma, Wn.

Represented nationally by
WEED RADIO CORP.

KTNT
AM & FM

KTNT-FM, 10,000 WATTS, 97.3 MG

Luxury Living!
Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. NOW COMPLETELY AIR CONDITIONED.

In the distinguished world of the
HOTEL New Weston
Madison Ave. at 50th St.
New York • PLaza 3-4800

World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon at lunch or dinner.

Rank	Program		TvQ
3	CBS Reports	CBS	56
4	Price Is Right—Night	NBC	52
5	Perry Mason	CBS	51
6	Ernie Ford Show	NBC	50
6	Real McCoys	ABC	50
6	Wagon Train	NBC	50
9	Andy Griffith Show	CBS	49
9	To Tell The Truth	CBS	49
11	I've Got A Secret	CBS	46
12	Bonanza	NBC	45
13	Bell Telephone Hour	NBC	44
13	Concentration—Night	NBC	44
13	What's My Line	CBS	44

MARKET SIZE
Over 2,000,000

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	56
2	Flintstones	ABC	44
3	Summer Sports Spectacular	CBS	42
4	Red Skelton	CBS	41
5	CBS Reports	CBS	40
5	Checkmate	CBS	40
5	Winston Churchill	ABC	40
8	Bonanza	NBC	39
8	Thriller	NBC	39
8	Twilight Zone	CBS	39
8	Untouchables	ABC	39
12	My Three Sons	ABC	38
12	Perry Mason	ABC	38
14	Andy Griffith	CBS	37
14	Garry Moore Show	CBS	37

500,000-2,000,000

Rank	Program		TvQ
1	Bonanza	NBC	55
2	Sing Along With Mitch	NBC	54
3	Andy Griffith	CBS	52
4	Flintstones	ABC	51
5	Real McCoys	ABC	50
6	Untouchables	ABC	46
7	Red Skelton	CBS	44
8	My Three Sons	ABC	42
8	Thriller	NBC	42
8	Wagon Train	NBC	42
11	Garry Moore Show	CBS	41
11	Gunsmoke	CBS	41
13	Checkmate	CBS	40
13	Ernie Ford Show	NBC	40
13	Father Knows Best	CBS	40
13	Twilight Zone	CBS	40

50,000-499,999

Rank	Program		TvQ
1	Sing Along With Mitch	NBC	52
1	Wagon Train	NBC	52
3	Bonanza	NBC	50
3	Real McCoys	ABC	50
5	Red Skelton	CBS	49
6	Flintstones	ABC	48
7	Andy Griffith	CBS	47
8	Gunsmoke	CBS	42
9	Rawhide	CBS	41
9	Rifleman	ABC	41
11	My Three Sons	ABC	40
11	Route 66	CBS	40
11	77 Sunset Strip	ABC	40
14	Perry Mason	CBS	39
15	Walt Disney Presents	ABC	39

UNDER 50,000

Rank	Program		TvQ
1	Andy Griffith	CBS	59
2	Bonanza	NBC	58
3	Wagon Train	NBC	56
4	Sing Along With Mitch	NBC	55
5	Real McCoys	ABC	52
6	Gunsmoke	CBS	51
7	Candid Camera	CBS	49
7	Red Skelton	CBS	49
9	Flintstones	ABC	47
9	Rifleman	ABC	47
11	Rawhide	CBS	46
12	CBS Reports	CBS	45
12	Ford Show	NBC	45
14	Cheyenne	NBC	44
14	Walt Disney Presents	ABC	44

RURAL

Rank	Program		TvQ
1	Bonanza	NBC	61
2	Andy Griffith	CBS	59
3	Sing Along With Mitch	NBC	55
3	Wagon Train	NBC	55
5	Real McCoys	ABC	54
6	Ford Show	NBC	49
7	Flintstones	ABC	48
7	Red Skelton	CBS	48
9	CBS Reports	CBS	46
9	Route 66	CBS	46
11	Candid Camera	CBS	45
12	Rawhide	CBS	44
13	I've Got A Secret	CBS	43
14	Gunsmoke	CBS	41
14	Matty's Funday Funnies	ABC	41

TvQ Score—the proportion of those familiar who have rated the program as "one of my favorites."

News firm to furnish special material to tv

A specialized tv news service, National Television News Inc., was formed last week with headquarters in Detroit. It will supply newsfilm and related services to tv stations on behalf of business, government and industrial organizations. Its offices are at 1480 E. Outer Drive, Detroit.

The principals in NTN are Howard Back, former manager of radio-tv for Chrysler Corp., executive editor, and James O'Donnell, of the Chrysler radio-tv staff. Mr. Back formerly was news editor for Telenews in New York and earlier worked at Ohio and Pennsylvania stations. Mr. O'Donnell formerly was with WTHI-TV Terre Haute, Ind., and NBC. He produced news and features in Europe for the Army's *Big Picture* tv series.

NTN will specialize in spot and feature news concerned with business and industry and will have correspondents in principal news centers. It will serve as liaison and consultant to business groups, supplying free supplementary newsfilm material to about 500 tv stations, Mr. Back said.

Tokyo firm, CBS Films sign

CBS Films Inc. and Tokyo Broadcasting Service have signed an agreement giving TBS first refusal on all news-public affairs programs produced by CBS News. Shows included are *Eyewitness to History, CBS Reports, The Twentieth Century, Conquest* and *The Great Challenge.* CBS Films has similar agreements in force with the Australian ABC and English BBC.

For Your Health's Sake . . . Let Your Doctor Prescribe Your Medicine!

Are you thoroughly confused these days by the conflicting claims and the complicated kinds of health advice you are reading and hearing in advertising and in the editorial columns of newspapers and magazines as well as on radio and television?

If you aren't confused by all this, either you are being very sensible and are ignoring a good deal of the advice, or you are doing much better than many medical scientists who are finding it difficult to determine what is factual and what is fanciful.

We are dairy farmers. Our business is selling milk and the wonderful family of foods made from milk. It surely is not surprising to you to know that we aren't happy when people suggest, so often without any scientific evidence to back up what they are saying, that milk and milk products are not as healthful as most of us have grown up to believe they are. Nobody likes to be called a nasty name, of course.

As food producers we have always felt a strong obligation to help finance the scientific research which seeks to determine what kind of foods and what combination of foods do the most to maintain good health in people of all ages. We have provided funds to support scientific research in colleges, universities, and other research institutions.

Whenever the scientists have reached agreement on ways in which our dairy products might be improved or offer more nutritive values to the public, we have cooperated. For example, vitamin D was added to milk when scientists determined this would be the easiest and best way to assure that children would have the combination of vitamin D and calcium which works together to produce strong bones and good teeth.

In more recent years we have offered milk in a variety of forms to meet the needs of different people for higher total nutritive values with fewer calories.

We believe that food advertisers, including us, ought to present to consumers the facts about how a particular food product fits into the well balanced diet recommended by nutrition scientists. No one food in itself is adequate for a balanced diet, and too often there is a tendency to overstate the case for any one product.

We do not believe that food advertisers should ever assume the role of medical advisers to you and your family. We think, too, that the time has come for the mass media in this country to consider much more carefully the reporting of science and health news to avoid sensational approaches which mislead many people into making dietary changes that are not advisable. No newspaper or magazine column can prescribe successfully the correct medicine—or diet—for you and for each member of your family.

It is quite important for us to remember that each human being is an individual. He or she is completely unlike any other human being, and most of us are happy for this! If doctors were able to prescribe exactly the same kind of diet or medicine for all of us; obviously, we would soon have little need for doctors and hospitals.

Medical authorities do agree that excess weight is not healthful for any of us, but any sound weight control plan is a lifetime program and must be tailored to the individual. You are much more likely to develop a successful weight control program if you work with your physician to develop a plan specifically for you.

This is true of other health problems. You need the aid of your family physician, or the specialist to whom he sends you, to diagnose your illnesses and to decide what treatment is best for you. Trying to build a health program on the basis of some of the excessive claims made in food and patent medicine advertising is the modern version of falling for the line of the medicine man who provided entertainment for the village population years ago.

Jumping from one sensationalized bit of advice about health or diet in the news or feature columns of the mass media to the next day's dose of perhaps conflicting advice is certainly not a very good health development program either. You want to keep yourself informed about news in the science of human health, but it makes sense to rely upon your physician—the person who specialized in figuring out the best health program for you as an individual—to decide whether you should take pills or change your diet or change your way of living. You have learned to rely upon an expert garage mechanic to keep your automobile operating at peak efficiency. Don't think so much less of your own good health, and that of each member of your family, that you will make changes in your diet or take pills without sound medical advice.

Hypochondria can become a serious illness. Anyone who follows some of the food and pill advertising these days or the many columns of editorial space or the electronic media time devoted to reporting health news might easily come to the conclusion that Americans are becoming neurotic about our health. In a nation that boasts the highest level of good health in human history and which has enjoyed a steadily increasing lifespan, it seems very ridiculous for so many people to be worrying overtime about health.

For your own good health's sake, we hope that you will agree with the overwhelming opinion of medical scientists that we ought to follow the plan of eating a well balanced diet and enjoy the food we eat. In addition, seek regular medical and dietary advice, *based on your individual needs*, from your family physician, a man competent to help you because he specializes in helping you to enjoy life through maintenance of good health.

AMERICAN DAIRY ASSOCIATION

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive
Chicago 6, Illinois

FATES & FORTUNES

BROADCAST ADVERTISING

Lyle C. Abbot and **Leroy F. Porter Jr.**, elected vps of Gardner Adv. Mr. Abbot is supervisor of Deere & Co., Elanco Products Co., and Northrup, King & Co. accounts (St. Louis area). Mr. Porter formerly was account executive on Pet Milk Co., and account supervisor on Jif Peanut Spread (Procter & Gamble), University City, Mo.

Adam J. Grodin, executive art director, Shulton Inc., N.Y., elected vp-art of that company.

L. G. (Pete) Van Akin, vp of Fuller & Smith & Ross, N.Y., joins account staff of Doyle Dane Bernbach, that city.

Mr. Jones

Richard K. Jones appointed vp of Ralph H. Jones agency, Cincinnati. Mr. Jones joined agency in 1945 as copy writer and served successively as space buyer, print media director and account executive. He left the agency in 1954 to become member of management committee of Crosley Broadcasting Corp., where he was director of client service department. He returned to Jones agency in 1956 and accepted account supervision responsibilities, position he has held until now.

Stanley W. Koenig and **Peter F. M. Stewart** join BBDO, N.Y., as account group heads for portions of duPont account. Mr. Koenig was advertising manager for Olin Mathieson Chemical Corp.; Mr. Stewart was in account management with N. W. Ayer.

Peter Berla, formerly with Benton & Bowles, appointed media supervisor at Ogilvy, Benson & Mather, N.Y.

Warren L. Burmeister, former assistant director of studio operations for CBS New York and before that with NBC New York, to Foote, Cone & Belding, Chicago, as broadcast supervisor on General Foods, Hallmark Cards and Kimberly-Clark accounts.

George Guido, head art director on Chevrolet account at Campbell-Ewald, Detroit, and before that art director at Grey Adv., New York, to art department of Leo Burnett Co., Chicago, as supervisor in charge of special assignments.

A. Gardiner Layng succeeds **Milford Baker** as manager of contact department of Young & Rubicam, N.Y. Mr. Layng formerly was associate manager of contact department. Mr. Baker retires from agency after 36 years of service.

Gordon C. Bowen re-elected as chairman-president of Premium Advertising Assn. of America. In addition other officers who will serve this year are: vps, **Glen E. Towns,** Charles P. Holland Co., New York; **William P. Dunham,** General Foods Corp., White Plains, N. Y.; and **Sam Thompson,** The Borden Co., New York, both re-elected. Other re-elected officers were: **Arthur F. Cook,** Lever Bros., treasurer; **Frank T. Dierson,** general counsel, and **Richard J. McCool,** executive secretary.

George Allen, manager of Hollywood office of Guild, Bascom & Bonfigli, elected president of Hollywood Advertising Club. **Robert Light,** president, Southern California Broadcasters Assn., is first vp. **Oliver Crawford,** west coast manager, *TV Guide*, and **Robert Sutton,** vp and general manager, KNX Los Angeles, tied in balloting for second vp, leaving a situation which the club's board will resolve today (June 5) at its luncheon meeting.

THE MEDIA

Mr. Wilkin

Eugene W. Wilkin, sales manager for WPRO-TV Providence, R. I., named general manager of WGAN-TV Portland, Me. Before joining WPRO in April 1959, he was associated with Cherry & Webb Broadcasting Co. for more than seven years, as local sales rep, local sales manager and sales manager. **Creighton E. Gatchell,** vp, director and treasurer of Guy Gannett Broadcasting Services, owners of WGAN-AM-TV, named executive vp of GGBS, and **Francis H. Farnum Jr.,** also company vp and director appointed general manager of WGAN.

Arman Reinke, general sales manager of KGAK Gallup, N.M., named general manager of KVNA Flagstaff, Ariz. **Margaret Reinke,** KGAK women's director, assumes same duties at KVNA.

Mr. McKinnon

Ben K. McKinnon, general manager of WSGN Birmingham, Ala., Winston-Salem Broadcasting Co. station, appointed general manager of KTHT Houston, Tex., which was recently acquired by Winston-Salem group. Mr. McKinnon, vp of parent company since Aug. 1960, served as manager of WGVL (TV) Greenville, S. C. and as sales manager of WBT Charlotte, N.C., prior to joining WSGN.

Mr. Berentson

Mr. Gates

Benjamin H. Berentson, for past year general sales manager of WGN-TV Chicago and before that eastern sales manager in New York for WGN-AM-TV, named station manager of WGN-TV. **Charles E. Gates,** general sales manager of WGN since 1959 and before that western sales manager, named station manager of WGN. Mr. Gates has been with *Chicago Tribune* news paper-broadcast operations since 1927, Mr. Berentson since 1932.

George R. Bonneau appointed manager of WTSV-AM-FM Claremont, succeeding **William Perry** who goes to sales staff of WGIR Manchester, N. H.

Mr. Richtscheidt

Philip J. Richtscheidt named general manager of WKST-TV Youngstown, Ohio. He formerly was account executive with WINS New York and WPAT Paterson, N. J., and prior to that served with Hollingbery Co., station rep. Sale of WKST-TV to Communications Industries Corp. was completed recently.

J. William Mason and **James E. Goldsmith** appointed manager in Atlanta and in Detroit office, respectively, for Storer Tv Sales. Mr. Mason formerly headed Atlanta office of NBC-TV Films Div. Mr. Goldsmith was vp and sales manager of KPLR-TV St. Louis.

Mr. Mason

Mr. Goldsmith

Don Balsamo, sales manager of KHJ-TV Los Angeles, promoted to general sales manager. **Jerry Molfese,** assistant national sales manager, has concurrently been advanced to national sales manager, with headquarters in New York.

Lewis P. Johnson, eastern district manager of NBC Radio Spot Sales, named radio sale manager for WNBC-AM-FM New York.

NEW–
SOLID STATE–
VERTICAL INTERVAL SWITCHER

This is the new Sarkes Tarzian switcher that "stole the show" at the recent NAB Convention.

Here's why:

MAJOR PERFORMANCE SPECIFICATIONS

1 SWITCHING TRANSIENT
—10 db below equalizing pulse amplitude

2 Phase Delay
.02 microseconds @ 3.58 (Ref. to 200 kc)

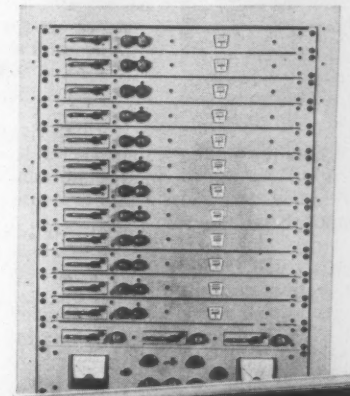
3 SWITCHING TIME
Less than .8 microseconds

4 Differential Gain
.2% max

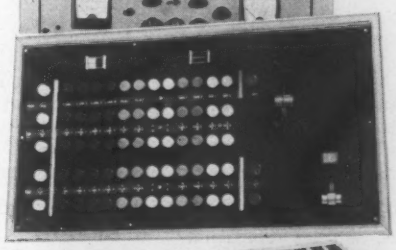
5 DIFFERENTIAL PHASE
.5° max @ 3.58 mc

6 Isolation (between any 2 channels)
60 db @ 3.58

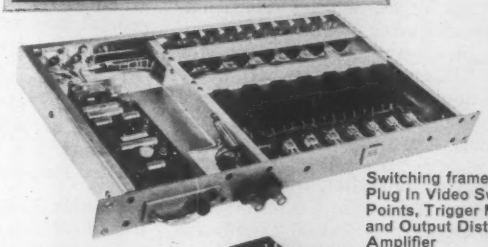
This performance is engineered into a compact package less than half as big as other switchers, and it's priced lower.



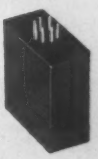
Solid State Vertical Interval Switcher



Typical Control Panel

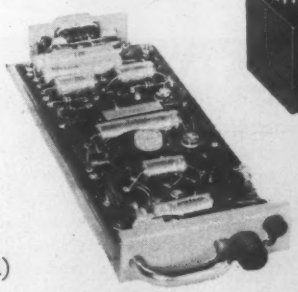


Switching frame showing Plug In Video Switch Points, Trigger Modules and Output Distribution Amplifier



Trigger Module

Diode Matrix Video Switch Module



Solid State Video Distribution Amplifier

AVAILABLE NOW—NO WAITING

Yes, you can get immediate delivery on this equipment—NOW. Modular construction permits custom tailoring to your specific requirements—at NO premium in cost to YOU. And, you can economically expand the system as future growth demands. Of course, we furnish full technical instruction, schematics and any engineering assistance required.

This outstanding switcher is another in a long line of Sarkes Tarzian products to gain immediate acceptance in the broadcast and electronics industry. Its HIGH QUALITY . . . RELIABILITY . . . . AND FINE PERFORMANCE are the same that engineers, broadcasters and technical personnel have come to expect from Tarzian.

Along with the extensive manufacturing facilities (semiconductors, variable capacitors, magnetic tape, TV tuners, radios and Hi Fi), SARKES TARZIAN, INC. owns and operates WTTV (TV)...WPTA (TV)...WTTS (AM) WFAM (TV) . . . WTTV (FM) . . . and WPTH (FM). All of which gives us a better understanding and down-to-earth approach to the Broadcaster's problems.

We will engineer your switching system requirements at no cost or obligation to you.

SARKES TARZIAN INC
Broadcast Equipment Division
Bloomington, Indiana

Michael Horton becomes managing director of Howard Chase Int., Zurich, Switzerland, pr firm, newly-formed subsidiary of Howard Chase Assoc., management counselors, of which Mr. Horton also is elected vp. Mr. Horton was director of information services, CBS News, for past three years, and was director of information at NBC five years before that.

Mr. Edwards

Wilson Edwards appointed manager of KOGO and KFSD (FM), both San Diego. Mr. Edwards started in radio in 1934 as relief announcer for KFPY in Spokane, Wash. Next year he moved to KOL Seattle, where he combined sales with announcing. In 1938 he joined KFI Los Angeles as announcer and stayed in that post until being commissioned into Navy service in 1943. After the war he went to KSDO San Diego, managing that station until its sale in 1959.

Bert Files named sales manager of WCHS Charleston, W. Va. He previously had served station as member of sales staff and air personality.

William B. Murphy for past three years owner and operator of KVAN Portland, Ore., appointed sales manager of KORL Honolulu.

John Schinker and **Roger Berry** join KORK Las Vegas, as sales representatives. Mr. Schinker previously was production manager and sales rep for KOYN Billings, Montana. Mr. Berry joins station after working with several northern California newspapers and periodicals.

Thomas J. Gallagher, formerly with Independent Television Corp., of New York, appointed to special assignment in program sales at WXYZ-TV Detroit.

Robert D. Gilman and **Marshall R. Nanis** appointed account executives for WORL Boston. Mr. Gilman was sales rep for WNBH New Bedford, Mass., and Mr. Nanis was account executive for WTAO Cambridge, Mass.

Shayle Ray joins KABC Los Angeles sales staff as account executive.

Marvin Davis, media buyer for Grey Adv., in New York, appointed account executive for National Time Sales, radio-tv rep firm.

Chris Stolfa, commercial manager of KCMO-FM Kansas City, elected chairman of board of Kansas City FM Broadcasters Assn. **David Green,** vp and director of sales for KXTR (FM), elected president.

Norman Boggs, president and general manager of KGIL San Fernando, elected chairman of board of Southern California Broadcasters Assn.

F. J. McGowan, formerly of Avery-Knodel, N. Y., joins WPIX (TV), that city, as account executive.

Bill Chavey and **Doyle Woods** join KIXZ Amarillo, Tex., as account executives. Mr. Chavey comes from KRAY, that city, while Mr. Woods is from KLOS Albuquerque, N. M.

William C. Thompson, radio-tv coordinator and pr counsel for Robert M. Garrick agency in Los Angeles, named pr and sales promotion director of KGBS, that city.

Clarence Sewell, account executive at KCMO-TV Kansas City, appointed general sales manager of KOOO Omaha, Neb., and KSIR Wichita, Kan.

Lee Willis, formerly with sales staff of KDAY Santa Monica and KCOP (TV) Los Angeles, both California, appointed an account executive for KRLA Pasadena, Calif.

Charles T. Dempsey, account executive for Headley-Reed, New York, to Edward Petry & Co., that city.

Paul D. Campbell, sales account executive for Venard, Rintoul & McConnell, N.Y., appointed to sales staff of Avery-Knodel Inc., station representative, that city.

Mr. Courtney

Richard D. Courtney, formerly of Ketchum, MacLeod & Grove, appointed account executive for KDKA-TV Pittsburgh. Mr. Courtney began as research analyst and timebuyer with Leo Burnett in Chicago and later moved to McCann-Erickson, that city, where he serviced Brunswick and Bell & Howell accounts as well as negotiating all network tv purchases.

Gene McPherson, production director for WBNS-TV Columbus, Ohio, promoted to executive producer and director of program development. Public Affairs Director **Carl Papai** named to succeed Mr. McPherson as production director and **Richard Shoemaker** of station's director staff replaces Mr. Papai.

William F. Dwyer, radio personality with WHAM Rochester, N.Y., appointed director of radio and tv for Astro Agency, pr firm, that city.

Seymour Horowitz appointed program manager of KGO-TV San Francisco. Mr. Horowitz, who replaces **George C. Rice,** resigned, comes from WCBS-TV New York, where he worked on special assignments for director of program services.

Paul Luther appointed program director for WREB Holyoke, Mass.

Val Sherman, program director for KHOW Denver, named chief of operations and program director of KFML-AM-FM, that city.

Hal Starr, member of news staff of KGW Portland, Ore., named program director.

Gibson B. Shanley, sports director of WOHO Toledo, appointed to similar position with WGAR Cleveland.

Glenn Winter appointed director of engineering for Susquehanna Broadcasting Co. (WSBA-AM-TV York and WARM Scranton, both Pennsylvania and WHLO Akron, Ohio). **Ray Ensminger** promoted to chief engineer of WSBA and **Jack Schuster** to chief engineer of WSBA-TV.

William A. Creed of Foster & Creed, Boston, elected president of New England Association of Radio and Tv Representatives. **John T. King** of Peters, Griffin, Woodward, Boston, elected vp, and **David Scott** of NBC Spot Sales,

CAN YOU TAKE A JOKE??

Well, then I must confess that it's not exactly yours for the *taking*, but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—40 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

If interested—and I hope you are—write for sample script and details to:

JACK STERLING

BARBTON, INC.

485 Madison Ave., New York 22, N. Y.

West Hartford, Conn., secretary-treasurer.

Homer Odom, vp and general manager of KABL Oakland, Calif., named president of San Francisco Radio Broadcasters Assn., replacing **Maurie Webster.**

Al Couppee, sports director for KRNT-AM-TV Des Moines, Iowa, joins KOGO-AM-TV San Diego in similar capacity.

Jim Early, news director for WATE-AM-TV Knoxville, Tenn., to WLOS-TV Asheville, N. C., in similar capacity. **Kenneth Dockins,** air personality with WQOK Greenville, S. C., joins announcing staff.

Milt Brandl, formerly with WISN-AM-TV Milwaukee, appointed news director of WAUX Waukesha, Wis.

Lucien Dumont, WBZ-TV Boston week end editor, appointed night news editor.

Elliott Roosevelt joins KMSP-TV Minneapolis-St. Paul as news analyst.

Peter Klute, telecommunications major at U. of Loyola, Los Angeles, has joined news staff of KFAC in that city.

Richard Lewine, formerly director of special programs for CBS-TV Network, appointed as consultant to N. W. Ayer & Son, Philadelphia.

Donald Robertson and **Frederick Bernard** join announcing staff of WTIC-AM-FM-TV Hartford. Prior to joining WTIC, Mr. Robertson worked as staff announcer for WLOS Asheville, N.C. Mr. Bernard was member of announcing staff of WBZ Boston.

Richard A. Janik, director of publicity and promotion for Decca Records, Los Angeles, joins publicity staff of KTTV (TV) that city.

PROGRAMMING

Joseph W. Bailey, vp of Ziv-UA, and former executive producer of *Robert Montgomery Presents,* announces his resignation from Ziv-UA.

Gene Banks, producer of ABC-TV's *Day in Court,* has been named director of live and tape programming for Selmur Productions, AB-PT subsidiary. **Kaslon Zoller,** tv instructor at U. of Oregon, joins ABC-TV as business manager for production services in Hollywood.

Hy Averback, who produced and directed *The Tom Ewell Show* for Four Star Television last season, has been signed to exclusive contract to produce and direct for Four Star, in addition to creating ideas for new series.

William F. Werner, national sales training manager for Muzak Corp., New York, named director of advertising and sales promotion of Muzak and its subsidiary, Programatic Broadcasting Service.

Mr. Lackey

Mr. Jack

'Hizzoners'

F. E. Lackey, president and general manager of WHOP Hopkinsville, Ky., re-elected mayor, that city, for third consecutive term. Simultaneously, another general manager, **Lowell E. Jack** of KMAN Manhattan, Kan., was elected mayor and is also serving as member of city commission.

Francis D. Lyon signed to direct six one hour filmed programs for 20th Century-Fox TV during next year.

Tom Buchanan, creative head of Warner Bros.' trailer department, appointed to newly created position of studio advertising manager.

Valentine Davies elected president of Academy of Motion Picture Arts and Sciences.

Ben Brady re-elected president of Television Producers Guild at annual membership meeting, held May 27 in Hollywood. Other officers are: **Everett Freeman,** first vp; **David Dortort,** second vp; **Irving Pincus,** secretary; **Winston O'Keefe,** treasurer.

INTERNATIONAL

Spence W. Caldwell elected president of CTV Canadian Tv Network Ltd., Toronto.

Wib A. Perry, Canadian broadcaster and advertising executive, to vp and general manager of Meridian Films Ltd., Toronto, Ont.

William R. Gillen appointed managing director in London office of BBDO International. Mr. Gillen, who was first BBDO executive to move overseas last year in agency's international expansion program, also is vp of BBDO.

Phil Stone, executive vp of CHUM Toronto, elected director of Ad and Sales Club of Toronto.

Lloyd J. Hoole, formerly of CJOR Vancouver, B.C., to manager of CKEK Cranbrook, B.C.

EQUIPMENT & ENGINEERING

Rupert C. Thompson Jr., elected chairman of board of Textron Electronics, Providence, R.I. **Robert G. Tabors,** vp in charge of operations for past year, elected president and chief executive officer and **Harold F. Linke,** assistant controller named controller.

Edward L. Hayden appointed district technical service engineer for Washington area for Prodelin Inc., manufacturer and designer of antennas and transmission lines.

DEATHS

Edward C. Cahill, 60, former president of RCA Service Co., Haddonfield, N. J., died after long illness. Mr. Cahill formerly was director of RCA Institutes and also served on board of RCA Internaitonal Service Corp. as officer before his semi-retirement in 1958.

Walter M. Swertfager, 60, senior vp, Geyer, Morey, Madden & Ballard, N.Y., died May 28 at his home in Scarsdale, N.Y. Mr. Swertfager had been in advertising business for 39 years. Previously he had been senior vp and chairman of executive committee of Lennen & Mitchell Inc., now known as Lennen & Newell.

Bartlett J. Palmer, 79, radio pioneer and owner of WOC Davenport, Iowa, and WHO Des Moines, died May 27 at his winter home in Sarasota, Fla.

Paul A. Myers, 45, assistant managing director of WWVA Wheeling, W.Va., died May 28, following lingering illness.

Fred I. Geiger, 54, manager of tv sales for WSYR-TV Syracuse, N.Y., died May 20 of heart attack.

FCC passes out honors

Two FCC employes who have served the agency 40 years were honored Friday (May 26) at the agency's ninth annual awards ceremony. Honored were **Harold D. Hayes** of the FCC Field Monitoring Bureau and **Paul H. Sheeby,** chief of the administrative service department. Commissioner Rosel H. Hyde and 10 employes celebrated their 35th anniversary at the agency; 28 have been with the commission 30 years, 122 for 20 years and 89 for 10 years.

Superior accomplishment awards went to 39 individuals; 41 were rewarded for submitting suggestions that have been adopted by the agency and four groups were cited for especially meritorious performance.

Oklahoma broadcasters promote 'Flag Week'

STATEWIDE CAMPAIGN TO BECOME ANNUAL AFFAIR

When it appeared that the symbol of U. S. allegiance to the principles of freedom needed a shot in the arm, Oklahoma called on its broadcasters to heed the call and spearhead its "Fly The Flag Week," a campaign that might become an annual event there.

Headed by Lee Allan Smith, WKY Oklahoma City, state chairman and coordinator of the project, a "Flag Week" committee was established. It sought to have every Oklahoman flying an American flag during the perscribed week—and at will afterwards.

Realizing that prohibitive prices ($10-$20) for flags could wreck the project before it was started, the committee worked out a plan with the American Textile Co., Pittsburgh, whereby a supply of 32 by 54 inch plastic flags was made available at a retail cost of 60 cents. Other flags of varying sizes and prices were also ordered.

To spread the word throughout the state, the Oklahoma Broadcasters Assn. and the Oklahoma Telecasters Assn. were called in to carry the ball. Other civic and professional groups joined in and by the time Flag Week became reality virtually all the flags were sold out. Joining in the campaign, too, were such famed Oklahomans as Bud Wilkinson, Anita Bryant, James (*Maverick*) Garner, and Dale (*Wells Fargo*) Robertson, along with Bob Hope; Tennessee Ernie Ford; George Gobel, and others.

President Kennedy sent a telegram praising the effort and each Oklahoman . . . "For your dedication and your willingness to make sacrifices as Americans."

WBCK's bike race stars in 'Cereal City Festival'

As part of the local Cereal City Festival for 1961, WBCK Battle Creek, Mich., staged an International Bicycle Road Race. Beginning at Detroit's Old City Hall and ending over 125 miles away in front of WBCK's studios, the race drew 63 entrants from the Midwest and Canada.

To broadcast the progress of the race, with live reports, WBCK stationed Civil Air Patrol radio units along the race course. These units radioed five-minute reports as the race flashed by their vantage points to Gene Clifford, WBCK public service director who was flying overhead in a CAP plane. Mr. Clifford relayed the ground-to-air reports to WBCK's studios for broadcast.

The race lost about 40 of its participants because of fatigue, mechanical failures and spills. But to give the competition a truly international flavor, the winner was the entrant representing the Italian Cycle Club of Toronto, Canada.

RAB flips over flip kit

Radio Advertising Bureau's promotion of summer radio advertising has taken on sizeable new dimensions with the distribution of what it claims is the "biggest" (meaning its extent) flip-card presentation campaign in radio advertising history.

RAB's member stations have been urged to show advertisers such documented evidence of radio's summer dominance as Sindlinger & Co.'s findings that radio's total audience grew by 23% last summer.

Other highlights of the presentation: mobility (out-of-home audience), suburban penetration (suburbanites spend more than their city counterparts), and comparisons of listening time with other media, as well as cost comparisons. The flip kit can be set up on an executive's desk in 30 seconds, and it's accompanied by a script and a set of source pages.

Drumbeats...

With the help of . . . ▪ A 12-year-old boy from New Jersey evoked the name of the Lord and won WNBC-TV New York's seventh annual bat boy contest. Peter J. Hobby Jr., wrote a letter that began "The Lord above knows of my dream: To be Yankee bat boy would be supreme." The letter was selected as the most original submitted by more than 12,000 boys, 8 to 14, who entered the contest. Among the prizes Peter will receive are a tailor-made, regulation Yankee uniform and a chance to meet Yankee players when he acts as their bat boy on June 7.

Young critics ▪ "Young Abe Lincoln," an original musical to be televised by WNEW-TV New York June 7 (7:30-8:30 p.m.) was reviewed in advance on June 2 by a panel of 10 young critics between the ages of 9 and 14. The preview of the program was followed by a gala party complete with hot dogs and ice cream. The precocious reviewers, who represent local community papers in the New York area, were given Lincoln pennies in payment for their writing chores.

Bowling anyone? ▪ Beecham Products Inc., Clifton, N.J., starts promotion, on June 15, where individuals presenting any Brylcreem carton or Silvikrim shampoo label at any of thousands of AMF-equipped bowling centers throughout the country will be entitled to a free game. The promotion, executed through Beecham's agency, Kenyon & Eckhardt, New York, will be advertised through special "bowl-free" commercials on ABC-TV's *The Untouchables* and *77 Sunset Strip*. The promotion, tested in Miami, according to a K & E spokesman, proved "an overwhelming success."

Movie Party ▪ WNEW-AM-FM New York is holding a promotion for the new comedy motion picture "The Pleasure of His Company." Throughout the day the station invites listeners to register their names and become eligible in a drawing for guest tickets to the June 12 showing of the film. WNEW personalities will act as hosts at the screening and guests will receive souvenir booklets, free records and a copy of novel *The Pleasure of His Company*.

Big trophy for golfers

Donor and recipient hoist a four-foot trophy which will be displayed on Madison Avenue to beckon members of the Radio & Television Executives Society to the annual "Fun Day" golf tournament. The handmade silver urn has been donated by the Storer Broadcasting Co., with presentation made in New York by Peter Storer (L), president of Storer Television Sales, to Clifford A. Botway (R), media supervisor of Ogilvy, Benson & Mather, New York, who is chairman of the RTES Fun Day.

INTERNATIONAL

Tv receivers in 87% of Dominion's homes

NEARLY 4 MILLION SETS ACROSS CANADA BBM SAYS

Tv set ownership in Canada has increased twice as fast as the rate of population growth in the past four years, the Bureau of Broadcast Measurement reports at its Toronto, Ont., headquarters. The spring 1961 survey of television set ownership shows 3,908,500 sets, equivalent to 87% of Canadian households. Four years ago tv set ownership accounted for 66% of Canadian households. In this same period Canada's population has grown almost 10%, from 16,503,100 to 18,042,400.

The highest concentration of tv sets is at Windsor, Ont., opposite Detroit: 99% of that city's households have receivers, as against 93% four years ago. The lowest concentration is in Canada's prairie provinces in the northern areas of Manitoba.

The highest provincial concentration is in Quebec province where 93% of all homes have at least one tv set. Ontario comes close with 91%. Four years ago Ontario led with 70% and Quebec had 65%.

CBC-TV gets football

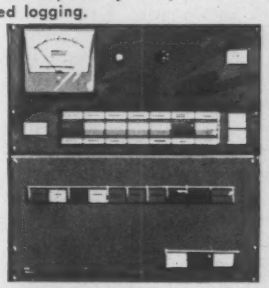
The Canadian Broadcasting Corp. has reached agreement with the Western Football Conference for television rights to games for the 1961 season. The games will be sponsored, and telecast over the western portion of the CBC television network. Present plans call for broadcasting 13 games, an increase of two over last year, according to H. G. Walker, general manager of CBC's English-language networks.

Eastern Canadian football games are to be broadcast by the eastern Canadian stations of Canada's second television network, with the rights having been purchased for two years by CFTO-TV Toronto, Ont.

NEW!

Continental's type TRC-3 Transmitter Remote Control and TRC-FA Fault Alarm systems designed for new reliability in unattended operation.

TYPE TRC-3 provides simple, reliable remote control. Especially adaptable for automated logging.



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CHCH-TV asks to leave CBC-TV affiliation

A request by CHCH-TV Hamilton, Ont., for permission to leave the Canadian Broadcasting Corp. television network will be heard when the Board of Broadcast Governors meets June 20 at Ottawa, Ont.

This is the first time an independent station has asked to leave a national network in Canada. Ken Soble, president of CHCH-TV, said severe duplication of CBC programming in the station's area is the main reason for the request. Five stations in the area use the same CBC network shows.

Industry people think the CHCH-TV request may be a test case for independent stations to leave the CBC network and be free to join the independent Canadian Television Network which starts operations this fall. On the other hand, though the station now carries CBC programs also carried by CBLT (TV) Toronto, Ont., CBC key station 40 miles distant, if it joins CTV, CHCH-TV would carry the programming of CFTO-TV Toronto, a station on the new network.

Stewart reassures catv no regulation planned

Operators of community antenna and cable tv systems in Canada and Trans-Canada Telemeter system at Toronto have been assured by Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, that they will not be placed under BBG authority.

He told the fifth annual convention of the National Community Antenna Tv Assn. at Niagara Falls, Ont., that a committee has been studying the problem of BBG jurisdiction at the request of Canadian Revenue Minister George Knowlan. The committee reported, Dr. Stewart stated, that since the number of cable systems is relatively small, they should be permitted for the time being to function without BBG jurisdiction.

Cable and antenna systems are licensed by the Department of Transport, Ottawa, Ont. The NCATA represents 116 Canadian companies operating 262 community antenna systems. Broadcasters had earlier this year held that the systems provide unfair competition and should come under BBG regulations.

BBC's color tv plans vetoed by Postmaster

A request by the British Broadcasting Corp. to introduce limited color television service on existing line standards has been rejected by J. R. Bevins, Postmaster General.

The service, it is reported, would lead to the sale of about 100,000 color sets in Britain during the next two years. This would only be possible by using American-made tubes priced at about $180. The complete set would retail for slightly less than $600.

Aside from the cost factor, Mr. Bevin said he thought it unwise at this point to allow the BBC recommendation because he felt an announcement by the Pilkington Committee on a higher line definition would be forthcoming, probably within the next year. Also he hoped the time lag would enable British manufacturers to perfect an acceptable color tube of their own.

Canadians like daytime tv

Where Canadians have equal opportunity to watch daytime television, viewing time compares favorably with that in the U. S., the Canadian subsidiary of A. C. Nielsen Co. reports. At Toronto, for example, where there is ample daytime viewing from Canadian and nearby U. S. stations, viewers watched an average of 43 hours a week during January.

A Nielsen survey in January showed that Montreal viewers spent 38.2 hours watching each week, Toronto viewers 43 hours, Winnipeg 39.2 hours, and Vancouver 35.8 hours. Of these totals 13.9 hours were daytime in Montreal, 18.6 in Toronto, 12.3 in Winnipeg, and 11.6 in Vancouver. Winnipeg viewers spent most time viewing from 6 p.m. to midnight (26.9 hours), followed by Toronto (24.4 hours), Montreal (24.3 hours) and Vancouver (24.4 hours).

CBC wants 5-year plan for financial estimates

The government-owned Canadian Broadcasting Corp. is developing a formula under which CBC would appear before the Canadian Treasury Board to request funds every five years, instead of annually as at present. The Canadian Parliamentary Committee on Broadcasting was informed of the plan by Al Ouimet, CBC president, at sessions in Ottawa May 26.

Mr. Ouimet told the committee the CBC has strong views about how it gets its money from the government. He feels a five-year formula would involve less danger of interference at the cabinet level than the present annual requests for funds as required by the Canadian Broadcasting Act of 1958. CBC's yearly estimates are included in money voted by Parliament under the Department of National Revenue.

Abroad in brief...

Set sales drop ▪ Sales of both radio and television sets continue to drop in Canada, according to figures released by the Electronic Industries Assn. of Canada for the first three months of the year. Television receiver sales in the January-March period totalled 77,877 units compared with 79,801 sets in the same period last year. Radio receiver sales amounted to 102,545 units in the first three months of this year against 112,468 units in the same period a year ago. An increase is shown in the number of portable and automobile radio receivers in the period.

On the road ▪ Canadian Board of Broadcast Governors will hold one public hearing outside Ottawa, Ont., at Montreal, Que., on Oct. 17. Place of meeting has not yet been announced. All other meetings of the BBG this year are being held at Ottawa.

CAB rate cards ▪ Canadian Assn. of Broadcasters has distributed standard rate cards for 1961 for its 161 radio station and 49 television station members, with lavender cards for radio and yellow for television. Rate changes which will occur after June 1 will be printed on cards of different colors and distributed to advertising agencies.

Canadian office ▪ Modern Talking Picture Service, New York, has opened an office at Toronto, Ont., named Modern Tv, at 140 Merton St., to distribute industrial and business films free to television stations. John A. Brown is manager of the new office.

The call letters are never heard

CBLY Haliburton, Ont., whose call letters will never be heard on the air, went into operation on May 30. On 1400 kc with 40 w CBLY is the 90th low-power relay transmitter of the Canadian Broadcasting Corp. network. CBLY is a completely automated station in a corner of the Canadian National Railway station at Haliburton in North-central Ontario. It goes on automatically at 8 a.m. and closes down at midnight.

The low-power relay stations carry programs of nearby CBC key network stations in areas where reception from any regular radio broadcast station is not good.

The transmitters were developed by CBC engineers. The system has been studied by a number of countries faced with similar geographic obstructions to good radio reception. Similar stations, as a result, now are operating in Jamaica.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING May 24 through May 31. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New am stations

APPLICATIONS

Westport, Conn.—Westport Bcstg. Co. 107.9 mc; 5.229 kw unl. Ant. height above average terrain 79 ft. P.O. address Box 511. Estimated construction cost $16,280; first year operating cost $10,000; revenue $10,000. **Donald Flamm,** sole owner, is 100% owner of two realty businesses and 50% owner of third. Ann. May 25.

Keyser, W. Va.—Glacus G. Merrill. 1390 kc; 1 kw D. P.O. address Box 1526 Clarksburg. Estimated construction cost $16,100; first year operating cost $24,000; revenue $28,500. Glacus G. Merrill, sole owner, is president of collection agency for moneys due on sale of station assets, and has had interests in WKYR Keyser and WHAR Clarksburg, both West Virginia; WIRO Ironton and WCHI Chillicothe, both Ohio. Ann. May 31.

Existing am stations

APPLICATIONS

WBGC Chipley, Fla.—Mod. of license to change hours of operation from unl. to specified hours: Mon.-Sat. 4:58 a.m.-7:20 p.m.; Sun. 6:30 a.m.-7:02 p.m. Ann. May 29.

WHNB North Adams, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. May 29.

WCBG Chambersburg, Pa.—Cp to change hours of operation from daytime to unl. using power of 1 kw N and 5 kw D, install DA for nighttime use and change ant.-trans. location (1590 kc). Ann. May 26.

New fm stations

APPLICATIONS

Colorado Springs, Colo. — Little London Bcstg. Co. 98.3 mc; 355.2 w unl. Ant. height above average terrain 574.4 ft. P.O. address 802½ Fillmore St. Estimated construction cost $3,865; first year operating cost $5,478; revenue $9,450. Principals: **Ransom J. English** (50%), **Norma J. English** (45%); **Hugh E. Crawford** (5%). Mr. English has been 30% owner of contracting firm; Mrs. English is housewife; Mr. Crawford is attorney. Ann. May 31.

Dallas, Tex.—Automated Electronics Inc. 95.5 mc; 32.52 kw unl. Ant. height above average terrain 544 ft. P.O. address Southland Center. Estimated construction cost $38,600; first year operating cost $30,000; revenue $50,000. Principals: **Roland S. Bond Jr., Randolf C. Caldwell, James H. Bond** (each 13.81%), **Sam Y. Dorfman** (19.34%), **Fort Worth Capital Corp.** (16.58%), **J. H. Williams, Barron Ulmer Kidd, Louis Dorfman** (each 5.52%), **S. M. Zimmerman** (5.07%). Messrs. Sam and Louis Dorfman are partners in production company; Mr. Roland Bond is vice president of oil corporation; Mr. James Bond is partner in securities firm; Mr. Williams owns architectural engineering firm; Mr. Kidd is independent oil operator; Mr. Caldwell is employe of securities firm; Mr. Zimmerman is president of two electronics firms; Fort Worth Capital Corp. is small-business investment firm Ann. May 31.

Existing fm stations

APPLICATIONS

***WBFO (FM) Buffalo, N. Y.**—Cp to change frequency from 88.7 mc to 90.5 mc. Ann. May 26.

WBUY-FM Lexington, N. C.—Cp to change frequency from 94.3 mc to 94.1 mc, increase ERP from 300 w to 4.32 kw, decrease ant. height above average terrain from 210 ft. to 193 ft. and install new trans. Ann. May 29.

Ownership changes

APPLICATIONS

KCMJ Palm Springs, Calif.—Seeks transfer of all outstanding shares of stock in **KCMJ Inc.** from **Louis Wasmer** (405 shares) and **Cole E. Wylie** (390 shares) to **Morris H. Bergreen** (80%) and **Bernard D. Bergreen** (20%) for $490,000. Mr. Morris Bergreen is director and officer of professional film sale and distribution firm, New York chemical firm and firm building shopping center; Mr. Bernard Bergreen is director and officer of men's clothing chain and of two real estate firms. Ann. May 26.

KITO San Bernardino, Calif.—Seeks transfer of all outstanding shares of stock in **Radio Associates Inc.** from **Kenyon Brown** (deceased) to **Ruth E. Brown,** Mr. Brown's widow and executrix of his estate; no financial consideration involved. Mrs. Brown is secretary-treasurer and director of KGLC Miami, Okla. Ann. May 26.

KSON San Diego, Calif.—Seeks transfer of all outstanding shares of stock in **Broadmoor Bcstg. Corp.** from **Kenyon Brown** (deceased) to **Ruth E. Brown,** widow of Mr. Brown and executrix of his estate; no financial consideration involved. Mrs. Brown is secretary-treasurer and director of KGLC Miami, Okla. Ann. May 26.

WJBS DeLand, Fla.—Seeks transfer of all outstanding shares of stock in **WJBS Inc.** from **Dale S. Phares** and **Frances L. Phares** to **Benjamin E. Griffin, Joseph C. Gill, W. H. Adams III, Elliot F. Darden** (each 25%) for $500. Mr. Griffin is president and 18% owner of Sav-A-Stop Inc., Jacksonville; Mr. Gill is senior vp of Jacksonville bank; Mr. Darden is general manager of trading stamp business; Mr. Adams is partner in law firm. Ann. May 26.

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rack mounting panel **$10**

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RADIO CORPORATION OF AMERICA

WPAX Thomasville, Ga.—Seeks assignment of license from **H. Wimpy** to **Don C. Price, Hurley W. Rudd** and **Frank W. Hazelton** (each 33⅓%), for $65,000. Mr. Price is 20% owner of WTNT Tallahassee, Fla.; Messrs. Hazelton and Rudd own 60% and 20% respectively of WTNT and are equal partners in Florida insecticide firm. Ann. May 26.

WCCW Traverse City, Mich.—Seeks assignment of license from **D. C. Summerford** to **WCCW Inc.**, corporation of which Mr. Summerford is sole owner, no financial consideration involved. Ann. May 31.

KDLM Detroit Lakes, Minn.—Seeks transfer of 20% of outstanding stock in **Detroit Lakes Bcstg. Corp.** from **Herbert Gross Jr.** and **Kendall M. Light** (equal partners; 10% from each) to **Alver Leighton**, for $14,000. Mr. Leighton is general manager of KDLM. Ann. May 24.

KBRX O'Neill, Neb.—Seeks assignment of license from **Gaylord Illingworth**, sole owner, to **Gilbert L. Poese** (80%), **Welma Fay Poese** and **Lorris C. Rice** (each 10%) for $30,000. Mr. Poese is manager of assignor and has been manager of KNIM Maryville, Mo.; Mrs. Poese is employe of assignor; Mr. Rice is announcer and salesman for assignor and has been announcer for KBKC Kansas City, Mo. Ann. May 29.

KGLC Miami, Okla.—Seeks transfer of all outstanding shares of stock in **Miami Bcstg. Co.** from **Kenyon Brown** (deceased) to **Ruth E. Brown**, widow of Mr. Brown and executrix of his estate; no financial consideration involved. Mrs. Brown is secretary-treasurer and director of KGLC. Ann. May 26.

KBAN Bowie, Tex.—Seeks transfer of all outstanding shares of stock in **Bowie-Nocona Bcstg. Inc.** from **Willie Ray Harlow** (664 shares), **Carroll C. Lee** (490 shares) and **Marlene Harlow** (one share) to **Earle Fletcher** for $22,916.97. Mr. Fletcher is vp and general manager of KXOL Fort Worth. Ann. May 26.

KITE Terrell Hills, Tex.—Seeks transfer of control of all assets of **KITE Bcstg. Co.** from **Townsend Growth Fund Inc.** to **Leslie Kirsch**, trustee, as part of bankruptcy proceeding (bond $25,000). Ann. May 26.

KSYD Wichita Falls, Tex.—Seeks assignment of license from **Sidney A. Grayson** to **R. E. Lee Glasgow** (60%) and **Bob H. Walker** (40%), for $300,000. Mr. Glasgow owns 50% of WACO Waco, 49% of WTAW College Station-Bryan and 98% of KAND Corsicana, all Texas; Mr. Walker owns 51% of KWBA Baytown and has been general sales manager of KFDX-TV Wichita Falls, both Texas. Ann. May 26.

KITN Olympia, Wash.—Seeks transfer of 50% of stock in **KITN Corp.** from **Harold C. Singleton** to **Donald F. Witman**, who owns other 50%, for $25,000. Mr. Whitman is 61% owner of KITI Chehalis. Ann. May 24.

Hearing cases

FINAL DECISION

■ Commission gives notice that April 5 initial decision which looked toward granting applications of Capitol Bcstg. Inc. (WKXL) Concord, N. H., Tri-State Area Bcstg. Corp. (WTSA) Brattleboro, Vt., WMAS Inc. (WMAS) Springfield, Mass., and Normandy Bcstg .Corp. (WWSC) Glens Falls, N. Y., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event these stations are subsequently authorized to increase power to 1 kw became effective May 25 pursuant to Sec. 1.153 of rules. Action May 25.

INITIAL DECISIONS

■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting application of Salina Radio Inc., for new am station to operate on 910 kc, 500 w, D, DA, in Salina, Kan., and denying the application of Kansas Bcstrs. Inc., seeking same facilities. Action May 31.

■ Hearing examiner David I. Kraushaar issued initial decision looking toward granting applications of Booth Bcstg. Co. to increase daytime power of station WIOU Kokomo, Ind., from 1 kw to 5 kw, continued operation on 1350 kc, 1 kw-N, DA-2; Truth Radio Corp. (WTRC) Elkhart, Ind., and Tri-City Radio Corp. (WLBC) Muncie, Ind., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N—WTRC and WLBC conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw. Action May 29.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward denying application of Dunlea Bcstg. Industries Inc., to increase daytime power of station WMFD Wilmington, N. C., from 1 kw to 5 kw and to change station's daytime DA, continued operation on 630 kc, 1 kw-N, with present nighttime DA. Action May 29.

■ Hearing examiner Walther W. Guenther issued initial decision looking toward (1) denying protest by Joseph P. Ernst and Mildred V. Ernst, d/b as Chief Washakie tv (KWRB-TV ch. 10), Riverton, Wyo., against April 22, 1959 grant to Carter Mountain Transmission Corp., to permit transmission of two channels of communication to Riverton and Lander, with addition of new point of communication at Thermopolis, Wyo.; (2) setting aside commission June 29, 1959 action staying effectiveness of that grant; and (3) affirming grant. Action May 25.

Routine roundup

ACTIONS ON MOTIONS

■ By order, commission extended from June 1 to June 12 time for filing comments in proceeding to make vhf tv chs. available for noncommercial educational use in New York City and Los Angeles. This will give commission opportunity to consider request of Gov. Robert B. Meyner of New Jersey, on behalf of legislature of that state and citizens' committee, interested in future of ch. 13 in New Jersey, to extend date to July 15. Action May 31.

By Commissioner Robert T. Bartley

■ Granted petition by Benjamin C. Brown and extended to June 19 time to file exceptions to initial decision in proceeding on his application for fm facilities in Oceanside, Calif. Action May 24.

By Commissioner Rosel H. Hyde

■ Granted petition by Tri-Cities Bcstg. Co. and extended to June 30 time to file replies to exceptions in Greensboro-High Point, N. C., tv ch. 8 proceeding. Action May 26.

■ Granted petition by Tinker Area Bcstg. Co. and extended to May 29 time to file reply brief to exceptions in proceeding on its application for am facilities in Midwest City, Okla. Action May 26.

■ Granted petition by Fred H. Whitley and extended to June 2 time to reply to exceptions to the supplemental initial decision in proceeding on his application and that of Wayne M. Nelson for am facilities in Concord and Dallas, both North Carolina. Action May 26.

■ Granted petition by KORD Inc., and extended to June 2 time to file reply to opposition of Broadcast Bureau to petition for reconsideration and other relief filed in proceeding on its application for renewal of license of KORD Pasco, Wash., and for cp. Action May 25.

■ Granted petition by Broadcast Bureau and extended to June 12 time to respond to petition by J. B. Falt Jr., for reconsideration in proceeding on his application and that of Sheffield Bcstg. Co. for am facilities in Sheffield, Ala. Action May 24.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Broadcast Bureau and extended to June 6 time to file response pleadings to pending petition by Joseph P. Wardlaw Jr., Canton, Ohio, for enlargement of issues, and by Greene County Radio, Xenia, Ohio, to accept its late filing and for enlargement of issues in consolidated am proceeding on their applications. Action May 29.

■ Terminated proceeding in matter of revocation of license of Roger S. Underhill for WIOS Tawas City-East Tawas, Mich., and certified case to commission. Action May 24.

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: June 19 and July 25 on am application of Peach Bowl Bcstrs Inc. (KUBA) Yuba City, Calif.; June 19 and July 26 on applications of Hazlehurst Radio and G. M. Sinyard for am facilities in Hazlehurst, Ga.; June 19 and July 20 on fm application of Audio House Inc. (KRPM) San Jose, Calif.; June 19 and Sept. 6 on applications of Massillon Bcstg. Co. Inc., for new am station in Norwood, Ohio; June 19 and Sept. 6 on applications of Gerico Investment Co., for renewal of license WITV (TV) and Board of Public Instruction of Dade County, Fla. for new tv station to operate on ch. 17, both Fort Lauderdale, Fla. Action May 23.

■ Granted petition by Regional Bcstg. Co., Halfway, Md., and extended from May 19 to May 24 time for petitioner and George Fishman, Brunswick, Md., to file joint request for approval of agreement under Sec. 311(c) of Act of Sec. 1.316 of rules in am proceeding. Action May 23.

■ Granted request by W. Gordon Allen to extent that it involves dismissal of his application for am facilities in Eugene, Ore., but dismissed application with prejudice, and retained in hearing status remaining application in consolidation-Eugene Bcstrs. for am facilities in Eugene. Action May 22.

By Hearing Examiner Thomas H. Donahue

■ On own motion, continued June 7 hearing to date to be determined at prehearing conference which is here scheduled for June 22 in proceeding on applications of Vernon E. Pressley for am facilities in Canton, N. C., et al. Action May 25.

By Hearing Examiner Asher H. Ende

■ On own motion, continued June 1 prehearing conference to June 2 in proceeding on application of YT Corp., for fm facilities in Palo Alto, Calif. Action May 29.

■ Issued order following prehearing conference held on May 23 in proceeding on am applications of Lindsay Bcstg. Co., Punta Gorda, Fla.; proceedings will continue without applicant Peace River Bcstg. Corp., Punta Gorda, pending filing of and action on its petition to dismiss its application; scheduled certain procedural dates and hearing will commence on July 17 as heretofore scheduled. Action May 24.

■ Scheduled further hearing for June 12 in proceeding on applications of Nicholasville Bcstg. Co. and Jessamine Bcstg. Co., for new am stations in Nicholasville, Ky. Action May 24.

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■ Granted joint motion by applicants and continued date for exchange of exhibits from May 23 to June 15 and for notification of witnesses, if any desired for cross examination, from June 2 to June 22, and continued hearing from June 13 to July 26 in proceeding on applications of Lorenzo W. Milam and Eastside Bcstg. Co., for fm facilities in Seattle, Wash. Action May 23.

■ Issued order following second prehearing conference, held May 9, in proceeding on applications of Sands Bcstg. Corp., for new am station in Indianapolis, Ind., denied petition by Independent Indianapolis Bcstg. Corp., for reconsideration and restoration of initially scheduled hearing date, and further rescheduled Oct. 9 hearing for Sept. 25. Action May 19.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Harlan Murrelle and Assoc. and Francis J. Matrongola (WCMC) and extended from June 1 to June 8 time to file proposed findings in consolidated am proceeding (WFPG Inc., Toms River, N. J., etal). Action May 25.

■ Granted request by James Bcstg. Inc., and extended from May 26 to June 5 date to file proposed findings and from June 7 to June 19 for replies in proceeding on its application which is consolidated for hearing with WBVP Inc., Beaver Falls, Pa., et al. Action May 25.

■ Granted petition by Broadcast Bureau and extended from May 22 to May 29 time to file proposed findings in proceeding on applications of Sayger Bcstg. Co. and Malrite Bcstg. Co., for am facilities in Tiffin and Norwalk, both Ohio. Action May 22.

■ Granted joint letter request by Billings Bcstg. Co. (KBMY) Billings, and KXLO Broadcast Inc. (KXLO), Lewiston, Mont., and continued dates for exchange of engineering cases from May 19 to May 26 and date for further prehearing conference from May 26 to June 2 in proceeding on their am applications. Action May 22.

By Hearing Examiner Millard F. French

■ On own motion, scheduled prehearing conference for June 12 in proceeding on application of Strafford Bcstg. Corp., WWNH Rochester, N. H. Action May 26.

■ On own motion, scheduled prehearing conference for June 7 in proceeding on applications of Lynne-Yvette Bcstg. Co. and John T. Williams for am facilities in Albany and Americus, Ga. Action May 25.

By Hearing Examiner Annie Neal Huntting

■ Upon agreement of parties at May 19 prehearing conference, continued June 5 hearing to June 29 in proceeding on am applications of Cornbelt Bcstg. Co. (WHOW) Clinton, Ill. Action May 29.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Broadcast Bureau and extended from May 24 to June 9 time to file proposed findings in proceeding on applications of Bloomfield Non-Profit Assoc., Bloomfield, N. M., for temporary authority to operate three vhf tv broadcast repeater stations. Action May 24.

By Hearing Examiner David I. Kraushaar

■ Issued order after prehearing conference held May 25 in proceeding on application of Crawford County Bcstg. Co. WTIV Titusville, Pa., scheduled certain procedural dates and hearing will be held as scheduled-July 17. Action May 25.

■ On own motion, received in evidence WJOL Inc. (WJOL) Joliet, Ill., exhibit 5, closed record, and scheduled June 14 and June 23 time to file proposed findings and replies in proceeding on WJOL's application, which is in consolidated am proceeding. Action May 25.

■ Granted motion for severance from consolidated am proceeding by Booth Bcstg. Co. (WIOU) Kokomo, Ind., Truth Radio Corp. (WTRC) Elkhart, Ind., and Tri-City Radio Corp. (WLBC) Muncie, Ind., and consolidated them in new proceeding for decisional purposes; closed record as to severed applicants. Action May 23.

By Hearing Examiner Forest L. McClenning

■ Upon informal request for change of procedural dates made at May 26 prehearing conference in Corpus Christi, Tex., tv ch. 3 proceeding, continued certain procedural dates and continued commencement of hearing of direct cases in evidence from July 10 to Sept. 11. Action May 26.

■ Scheduled oral argument for May 31, 2 p.m., on petition by South Texas Telecasting Inc. (KVDO-TV) Corpus Christi, Tex., for leave to amend its application which is consolidated for hearing in Corpus Christi tv ch. 3 proceeding. Action May 26.

■ Pursuant to agreement of parties in proceeding on application of Puritan Broadcast Service Inc., for fm facilities in Lynn, Mass., advanced June 26 hearing to May 31. Action May 26.

■ Scheduled further prehearing conference for May 26, at request of parties, in Corpus Christi, Tex., tv ch. 3 proceeding. Action May 24.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Elizabethtown Bcstg. Co. (WIEL) Elizabethtown, Ky., for leave to amend its am application in order to reflect death of one of its partners and the substitution of his executors and trustees. Action May 25.

■ Granted motion by Elgin Bcstg. Co. (WRMN) Elgin, Ill., and corrected transcript as proposed, with exception, in consolidated am proceeding (Mid-America Bcstg. System Inc., Highland Park, Ill.). Action May 23.

BROADCAST ACTIONS
by Broadcast Bureau

■ Commission on May 24 granted petition by Redding-Chico Tv Inc., applicant for new tv station to operate on ch. 9 in Redding, Calif., and extended from May 28 to June 28 time to file an opposition to petition of Northern California Educational Tv Assn. Inc., requesting the reservation of ch. 9 in Redding for noncommercial educational use.

Actions of May 29

WCRB-FM Waltham, Mass.—Granted license covering installation of new trans.

WIBA-FM Madison, Wis.—Granted license covering change in ERP; ant. height; trans. location; installation of new ant.; changes in ant. system and operation by remote control; condition.

WEEX-FM Easton, Pa.—Granted licenses covering increase in ERP and installation of new trans. and use of old main trans. for auxiliary purposes with ERP of 3.2 kw.

WYZZ (FM) Wilkes-Barre, Pa.—Granted license covering change in ant.

WYCA (FM) Hammond, Ind.—Granted license covering increase in power and installation of new trans.

KOAM-TV Pittsburg, Kan.—Granted cp to change ERP to vis. 316 kw; aur. to 178 kw; change studio and trans. location, 240 ft. west of present location (no change in description); correct coordinates; type ant.; and make changes in equipment; ant. height 1,090 ft.

KFPW Fort Smith, Ark.—Granted mod. of cp to change type trans.

American Bcstg.-Paramount Theatres Inc., New York, N. Y.—Granted extension of time to April 29, 1962 to locate, maintain and/or use studios or apparatus at 7 W. 66th St., New York 23, and other points throughout U. S. under the control of American Bcstg.-Paramount Theatres Inc., for purpose of obtaining or producing tv programs consisting of musical, dramatic, educational and entertainment material, to be transmitted or delivered by film or tv recordings by various methods or by electrical energy for transmission by cable and/or other means to XETV (TV) Tijuana, Mex.; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act.

KELE (FM) Phoenix, Ariz.—Granted extension of authority to July 2 to remain silent.

KBEN Carrizo Springs, Tex.—Granted extension of authority to July 31 to operate from sign-on at 6 a.m. to sign-off at 7 p.m.

WSAJ Grove City, Pa.—Granted authority to remain silent for period beginning June 10 and ending Sept. 24.

Actions of May 26

■ Granted cps for the following new vhf tv translator stations: Isabel Tv Assn., Isabel, S. D., on ch. 9 to translate programs of KFYR-TV (ch. 5) Bismarck, N. D.; condition; North Curry Recreation Inc., Port Orford, Ore., on ch. 13 to translate programs of KIEM-TV (ch. 3) Eureka, Calif.; condition; Chief Joseph Community Services Inc., Bridgeport, Wash., on ch. 11 to translate programs of KHQ-TV (ch. 6) Spokane, Wash.

WHPL Winchester, Va.—Granted license for am station and specify type trans. and studio location; condition.

■ Granted licenses for following noncommercial educational fm stations: *WFDD-FM, Winston-Salem, N. C., and *WRPN-FM Ripon, Wis.

WTTN Watertown, Wis.—Granted license

covering change of ant.-trans. location; increase power except during critical hours; installation new trans.; new ant. system (decrease height) and new ground system; remote control permitted.

WPEP Park Falls, Wis.—Granted license covering increase in daytime power; make changes in ant. system (increase height) and installation new trans. (main).

WBTN Bennington, Vt.—Granted license covering changes in power, trans. and addition of remote control.

WRNB New Bern, N. C.—Granted license covering increase in daytime power and installation of new trans.

WBEL South Beloit, Ill.—Granted license covering change from DA-2 to DA-N, remote control permitted daytime only.

***WCFM (FM) Williamstown, Mass.**—Granted license covering change in frequency.

WMBD Peoria, Ill.—Granted license covering installation of alt. main trans.; remote control permitted.

WQMR Silver Spring, Md.—Granted license covering installation of new trans.

WPFP Park Falls, Wis.—Granted license to use old main trans. as auxiliary trans. at main trans. location.

WGHN Grand Haven, Mich.—Granted license covering change in ant.-trans. location; make changes in ant. and ground system, installation new trans.; remote control permitted.

***WAMC (FM) Albany, N. Y.**—Granted license covering change in frequency.

***WMHC (FM) South Hadley, Mass.**—Granted license covering change in frequency.

***WSCB (FM) Springfield, Mass.**—Granted license covering change in frequency.

■ Waived Sec. 4.709(b) of rules and granted special temporary authority for following vhf tv repeater station: North Curry Recreation Inc. ch. 13 Port Orford, Ore. and immediate vicinity, Ore. (KIEM ch. 3 Eureka, Calif.)

WJMY Allen Park, Mich.—Granted mod. of cp to change name to Robert M. Parr tr/as Triangle Bcstg. Co.

WHFI Birmingham, Mich.—Granted change of remote control authority (second remote control point).

Actions of May 25

WMT Cedar Rapids, Iowa—Granted second remote control location while using nondirectional ant. (WMT-TV studios).

■ Granted cps for the following new vhf tv translator stations: Odessa Tv Club, Odessa, Wash., on chs. 7, 9 and 11 to translate programs of KREM-TV (ch. 2) KXLY-TV (ch. 4) and KHQ-TV (ch. 6) all Spokane, Wash.; Malta Tv Club, Malta, Mont., on ch. 7 to translate programs of KOOK-TV (ch. 2) Billings, Mont., via Zortman, Mont., ch. 4 translator station; Edgemont Tv Booster Club, Edgemont, S. D., on chs. 6 and 12 to translate programs of KTWO-TV (ch. 2) Casper, Wyo., via Igloo, S. D., ch. 8 translator station, and KOTA-TV, (ch. 3) Rapid City, S. D.; Better Tv Club, Hoven, S. D., on ch. 7 to translate programs of KDLO-TV (ch. 3) Florence, S. D.; Moffat County, Axial Basin, rural area, Colo., on ch. 5 to translate programs of KOA-TV (ch. 4) Denver, Colo., via Craig, Colo., ch. 2 translator station; Mizpah Tv Club, Coalwood, Mont., on ch. 7 to translate programs of KOOK-TV (ch. 2) Billings, Mont., via Broadus, Mont., ch. 4 translator station; Pilgrim Creek Tv Assn., Pilgrim Creek Community, Broadus, Mont., on ch. 4 to translate programs of KOOK-TV (ch. 2) Billings, Mont., via Broadus, Mont., ch. 10 translator station; Howard Tv Club, Howard, Mont., on ch. 10 to translate programs of KOOK-TV (ch. 2) Billings, Mont.; Chief Joseph Community Services Inc., Bridgeport, Wash., on ch. 7 to translate programs of KXLY-TV (ch. 4) Spokane, Wash.; Chinook Tv Assn. Inc., Chinook, Mont., on ch. 4 to translate programs of CJLH (ch. 7) Lethbridge, Canada, via uhf tv translator station K78AH, Joplin, Mont., condition; Emmetsburg Chamber of Commerce, Emmetsburg, Iowa and vicinity, on chs. 10 and 7 to translate programs of KGLO-TV (ch. 3) Mason City and KTIV-TV (ch. 4) Sioux City, both Iowa; conditions.

WSAZ-AM-TV Huntington, W. Va.—Granted assignment of licenses to WJR, Goodwill Station, Inc.

■ Granted licenses for following am stations: WRKB Kannapolis, N. C.; WMHI Braddock Heights, Md., and specify type trans.; WNGA Nashville, Ga.; WSAF Sarasota, Fla.

WCNC Elizabeth City, N. C.—Granted license covering installation of new trans.

WTYS Marianna, Fla.—Granted license covering increase in daytime power and new trans.

WOCB West Yarmouth, Mass.—Granted license covering increase in daytime power and installation of new trans.

WMRB Greenville, S. C.—Granted license covering increase in daytime power, installation of new trans. and change studio location; remote control permitted.

WNEL Caguas, P. R.—Granted license covering change in frequency, installation of new trans., changes in ant. system and increase power.

WJNC Jacksonville, N. C.—Granted license covering increase in daytime power and installation of new trans.

WNEB Worcester, Mass.—Granted license covering increase in daytime power and installation of new trans.

WCEM Cambridge, Md.—Granted cp to install new trans.

KPON Anderson, Calif.—Granted authority to remain silent for period ending Oct. 2.

Actions of May 24

WHP-TV Harrisburg, Pa.—Granted mod. of license to specify operation on ch. 21 instead of ch. 55 in Harrisburg, pursuant to report and order adopted Feb. 9, effective March 17; ant. height 920 ft. (main trans. & ant.).

WBNS Columbus, Ohio—Remote control permitted while using nondirectional ant.

WLNR-FM Lansing, Ill.—Granted assignment of cp to Illiana F. M. Bcstrs. Inc.

WNOR Norfolk, Va.—Granted license covering increase in daytime power and installation of new trans.

WEED Rocky Mount, N. C.—Granted license covering change from DA-2 to DA-N.

WGAW Gardner, Mass.—Granted license covering increase in daytime power and installation of new trans.

WCFV Clifton Forge, Va.—Granted license covering changes in ant. system (increase height).

WEND Ebensburg, Pa.—Granted mod. of cp to change ant.-trans. location and make changes in ant. system (decrease height); conditions.

WIXN Dixon, Ill.—Granted mod. of cp to change type trans.

KEDD Dodge City, Kans.—Granted mod. of cp to make changes in DA system.

■ Following stations were granted extensions of completion dates as shown: WUTV (TV) Charlotte, N. C. to Aug. 26, and WIXN Dixon, Ill. to July 10.

KASO Minden, La.—Granted authority to operate from sign-on at 6 a.m. to sign-off at 7 p.m., Monday through Saturdays and from 7 a.m. to 9 p.m. on Sundays for period ending Aug. 31.

WZIP Cincinnati, Ohio—Granted change of remote control authority.

Actions of May 23

WATV Birmingham, Ala.—Granted acquisition of positive control by E. C. Atkerson through purchase of stock from Thad Holt Sr.

WWMT (FM) New Orleans, La.—Granted mod. of license to change name to Custom Electronics Inc.

Columbia Bcstg. System Inc., Chicago, Ill.—Granted cp to add one trans. for low power station; without prejudice to such action as commission may deem warranted as a result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of the Network Study Staff; (2) related studies and inquiries now being considered or conducted by comm.; and (3) pending anti-trust matters.

WITN (TV) Washington, N. C.—Granted mod. of cp to change ERP to vis. 295 kw; aur. to 148 kw; change trans. location (no change in description); change in coordinates only; type trans.; ant. system; change in equipment and ant. height to 1,549 ft.

WBBS (FM) Crawfordsville, Ind.—Granted authority to operate Sundays only for period beginning June 4 and ending Sept. 3.

WOXR (FM) Oxford, Ohio—Granted authority to remain silent for period ending Sept. 1.

WDCR Hanover, N. H.—Granted authority to remain silent for period beginning May 31 and ending at beginning of school term.

Actions of May 22

■ Granted cps for following new vhf tv translator stations: Quinn River Tv Maintenance District, McDermitt, Nev., on ch. 4 to translate programs of KTVB (ch. 7) Boise, Idaho; Osage Tv Assn. Inc., Osage,

Continued on page 105

We're proud of our **Stainless TOWER**

. . . say these leading broadcasters

J. W. WOODRUFF, JR.
President & General Manager

WRBL-TV
COLUMBUS, GA.

JOSEPH A. GAMBLE
Chief Engineer

If you're planning a tower, take advantage of Stainless' experience in designing and fabricating AM, FM and TV towers of all kinds—up to 1700′ tall.

Get your free book describing these installations.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted: Manager with small to medium market experience for Indiana independent daytime station. Prefer past managerial experience but will consider anyone with high sales experience and ability to get along with people. Send all replies to Box 104F, BROADCASTING.

Truly outstanding management opportunity with a major market top rated eastern regional station. Sales background, including managing a creative sales department and/or handling national sales absolutely necessary. This is a top position with a leading group operation. Salary open. Box 560F, BROADCASTING.

Station manager-sales manager wanted at once. Must be experienced-good qualifications-must know how to sell, and manage. Details first letter please. In Texas. Box 566F, BROADCASTING.

Want good utility man—salesmanager, copy writer, special events announcer, etc. Experienced and capable of holding number two spot. Salary or salary and commission commensurate with sales ability. Top work references necessary. Don't phone, write Ray Beckner, KRLN, Canon City, Colo.

Sales

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

Wanted salesman for regional and agency sales. Midwest group of network affiliated radio and television stations. You must be capable, energetic and of the highest integrity. Box 350F, BROADCASTING.

Sales manager . . . Strong on sales. Maryland independent, multiple chain. Excellent opportunity for a solid producer. Box 494F, BROADCASTING.

Boston. Top rated radio station needs salesman to fill out staff of 2. Terrific opportunity to make real money. Replies confidential. Box 512F, BROADCASTING.

Salesmanager: Able to create, write and produce own spots. Growing organization. $350.00 per month plus 15% and car allowance. Located in Texas. Box 530F, BROADCASTING.

KTRI, Sioux City, Iowa wants experienced salesman. Please send references. Good pay.

Experienced salesman wanted for expanding organization. Future management possibilities. Settle down with KWRT, Boonville, Missouri, Contact Bill Tedrick, owner!

Aggressive salesman for second largest New England market. Salary plus incentive. Write or call Sherm Harris, WRIB, Providence, Rhode Island.

Salesmen! Experience necessary. Fast growing Cape Canaveral market. Send picture and resume to WRKT, Cocoa Beach, Florida.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Wanted—Best young dj in modern radio! We're not top 40—but we're a leading "live wire" operation in major Michigan market. Send details and tape to Box 170F, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Immediate opening for dj in 75,000 central New York market. Prefer man who can fit into tight production format. Send resume, tape, requirements to Box 296F, BROADCASTING.

Eastern Pennsylvania 250 watt fulltimer needs an announcer with at least two years experience. Must be good board man. Start $85 a week with regular raises. Interview necessary. All tapes will be returned. Send tape and resume to Box 404F, BROADCASTING.

Swingin' dj's—Hard-hitting newsmen. Large chain on the lookout for top talent for top markets. Looking for entertaining personalities-not announcers. Looking for dramatic, creative, enthusiastic newsmen—not "Golden Voice" announcers. If you qualify, send tape and resume, today to Box 418F, BROADCASTING.

Top flight major market indie has opening for personable, mature deejay, strong on commercials, smooth production, formula operation. Send letter with full background including references; and audition tape. Box 520F, BROADCASTING.

Announcer wanted for large eastern metropolitan full-time station. We desire big sounding, alert voice with personality. Starting salary exceeds $8,000.00 plus talent fees. A copy writer also desired. Apply Box 536F, BROADCASTING.

Personality with a mature voice. Morning shift opening soon in a south Texas station. Knowledge of country music would be beneficial. Send tape and details in first letter. Box 548F, BROADCASTING.

Wanted immediately, first phone combo man for Florida country and western daytimer. Engineering secondary. Send complete details to Box 555F, BROADCASTING.

California 50 kw. Immediate opening for experienced announcer with 1st class ticket. Top pay. Rush tape and resume. Box 562F, BROADCASTING.

Wanted—Three best announcers in modern radio! One with 1st class ticket. KHAK, the "Bright New Sound"—not top 40—will soon go on the air in Cedar Rapids, Iowa. Only the experienced need apply. Send tape, complete resume, salary requirements, snapshot to W. E. McClenahan, c/o KHAK Radio, S.G.A. Building, Cedar Rapids, Iowa.

Announcer with first ticket. $425.00 monthly. Send qualifications. KSEN, Shelby, Montana.

Announcer with first phone, no maintenance. Night shift must have car. State salary, send tape to Fred Epstein, KSTT, Davenport, Iowa.

Announcer needed for progressive organization! Bill Tedrick, owner, KWRT, Boonville, Missouri.

Wanted: Announcer — some experience. Strong on production. Alert, aggressive, but no "rockers." Good salary, good future, good 5 kw CBS outlet. Contact Val Carter, General Manager, WEAV AM-FM, Plattsburgh, N. Y.

Announcer with first phone for fulltime southern regional. Must have tight production, good news delivery, knowledge of good music for adult programming. Limited engineering. Send photo, resume, tape and references. Salary open. Ernest Bowen, WELO, Tupelo, Miss.

Help Wanted—(Cont'd)

Announcers

Negro personality. Only applicants with full-time radio experience in r&d and spirituals considered. Send tape to Frank Michaels, WGEE, Indianapolis, Indiana.

Announcer—with first ticket. Want good tight production—news and copy experience. Immediate opening. Salary dependent on experience, etc. WJUD, St. Johns, Michigan.

Now auditioning for mature announcer experienced in adult programming. Must run tight board. New Equipment—wonderful city. Tape, resume, photo and salary to Program Director, WKLZ, Kalamazoo, Mich.

Progressive, production-minded station desires first ticket announcer. Salary open. New building, new Collins equipment. Home on premises available if desired. WMVO, Mount Vernon, Ohio.

Vacation with pay! Atlantic City area. Swinging announcer; tight production. Immediate opening. Rush tape or come in person. Phil Ladd, PD—WOND, Pleasantville, N. J.

Technical

Chief engineer for established am directional east central. Excellent opportunity with multiple ownership. Box 410F, BROADCASTING.

Chief engineer with or without announcing. 250 watter southeast New York. Box 457F, BROADCASTING.

Wanted: First class engineer-announcer or engineer-salesman for medium size market in northwest Florida. Reply with tape and photograph. Box 552F, BROADCASTING.

Engineer — first class ticket — for country music station serving metropolitan Columbia, South Carolina. Announcing preferred, but not necessary. Call or write Jay Elson—WCAY—Alpine 6-2000—or mail resume, picture, tape to Box 335, Cayce, So. Car.

Maintenance technician WFAR 1 kw AM WXTV 1 kw uhf $100 weekly—803 E. Indianola Ave., Youngstown 2, Ohio.

Production—Programming, Others

Hard-driving morning newsman with authoritative voice and news knowhow. A real challenge for the right man. Opportunity for tv. Send full resume, tape, picture, salary Box 483F, BROADCASTING.

Newsman for midwest medium market radio-tv station. Send tape, resume, photo, salary and availability to Box 546F, BROADCASTING.

Wanted: Program director for KHAK, the "Bright New Sound"—not top 40—soon to go on the air in Cedar Rapids, Iowa. Must have a mature concept of modern radio and be experienced in all phases, including production. Send tape consisting of news, commercials, etc., along with complete resume, salary requirements and snapshot to W. E. McClenahan, c/o KHAK Radio, S.G.A. Building, Cedar Rapids, Iowa.

Local news and sports. Opportunity. Send resume, tape. R. B. Cupp, KOFO, Ottawa, Kansas.

Creativity in California! We need a top flight, creative copywriter fast. Man or woman. Production spots, clever ideas for No. 1 station in Sacramento Valley. Salary open. Apply direct to Ron Lyons, Program Director, KROY Radio, Sacramento, Calif.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman. Reporter and airman. Run department. Brand new daytimer in Hammonton, N. J. Challenging area. News-minded-management. Contact WNJH, Hammonton, N. J. or WCOJ, Coatesville, Pa. Personal interview preferred.

Copy-writer—Experienced, production minded, with ability to write hard sell. Good salary. Send samples, resume and photo to WFDF, Flint, Michigan.

Program director for middle of the road music and news station, heavy emphasis on local news and community service. Must be idea man of proven ability and authority. Florida east coast station. No phone calls. Rush tape and complete resume, Dick Clark, WMFJ, Daytona Beach, Florida.

Experienced newsman wanted as part-time assistant in radio news, beginning September. Can take graduate work. School of Journalism, University of Iowa, Iowa City.

RADIO

Situations Wanted—Management

Efficiency consultant . . . expert on problem or new stations. Will find the weak points of your property and set it as an efficient, well-organized operation. 12 years experience in radio programming, sales, effective administration. Period of consulting will be mutually decided upon evaluation. Available in 3 weeks. Write Box 446F, BROADCASTING.

Station manager available July 15. 11 years experience in small, medium, metro markets in sales, sales management and station management. Southwest preferred. Box 477F, BROADCASTING.

Experienced manager desires small/medium market station to lease or manage. Replies confidential. Box 542F, BROADCASTING.

Experienced executive now manager of religious major market fm station desires opportunity in mid west or east. University graduate with radio degree. Familiar with all phases of radio. Highest references. Box 547F, BROADCASTING.

Manager, 20 years experience. Top man sales, programming, promotion, automation. Box 554F, BROADCASTING.

Tennessee. Experienced manager seeking radio management opportunity in Bristol, Knoxville, Nashville areas, others will be considered. 19 years radio, heavy sales, promotion, programming and engineering 1st phone. Substantial administrative experience. Family man, age 40, with 4 children. Non-drinker, presently employed, available July 1. Box 561F, BROADCASTING.

Experienced manager-pd to run or assist midwest adult operation. Just sold station interest. College graduate; good administrator; launched two new stations. Box 568F, BROADCASTING.

You don't need a high priced program director for number one ratings—contact the nation's leading consultant, T. R. Productions. Our stations are number one. Service includes all records, format, contests, d.j. material, production tapes, personal program consulting, tailored program sales presentation. Be first with records. Tops in sound. Popular and good music programming. Call or write: Ralph Petti, v.p., T. R. Productions, 830 Market, San Francisco, California.

Sales

Sales—Radio or tv. B.S. radio-tv, age 27, married. Three years tv producer-director, major market. Box 549F, BROADCASTING.

Announcers

A-OK all the way . . . 5 years experience, swingin' personality. Definite asset to any organization. Box 351F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer seeking security of growing operation. Family, dependable, experienced. $100.00. Box 437F, BROADCASTING.

Combo man—Interested in Hoosier market—announcing—engineering—D. T. I. Grad—Light sales—1 year experience. Salary open—married—G.I.—Can deliver goods. Box 439F, BROADCASTING.

13 years experience including major markets. Program director, mature announcer, newsman, radio-TV. Superior references. Desire position with certain advancement opportunity. Box 444F, BROADCASTING.

Experienced young announcer-dj-strong on news. Can do baseball play-by-play. Desires relocation in North or South Carolina. Box 518F, BROADCASTING.

Husband wife team—morning show. Weather, news, reviews, humor, general information. Wife copywriter, husband announcer. Experience, 3 years. Box 519F, BROADCASTING.

Versatile announcer looking for employment. Will travel. Box 522F, BROADCASTING.

Experienced announcer-copywriter-newsman. College, vet, top references. Gulf coast, but consider all. Box 533F, BROADCASTING.

Announcer, relaxed style, married, first phone. Two years experience. Available. Box 537F, BROADCASTING.

Announcer: Sold my home, ready to roam. Need radio experience. 12 years public speaking experience. Broadcast school graduate. Mature, hard working. Age 35. Write novel humorous commercials. Good on news. Can sell, good ad lib. Go anywhere. I'm ready. I'm a bargain for someone with vision. Box 538F, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Sports director looking for sports minded station. Finest of references. Box 540F, BROADCASTING.

First phone, degree, good voice upon music, wants job. Box 541F, BROADCASTING.

Major markets only. Radio-tv personality. Experience in all phases of on-the-air work in both mediums. Now in 10th year with top rated major market station. Seeking greater challenge. Network contributor to NBC and CBS. For the complete story write . . . Box 544F, BROADCASTING.

Experienced announcer, emphasis on news and commercials with programming background. Adult music only. Prefer upper midwest. Box 550F, BROADCASTING.

Experienced announcer-dj, first phone, programming experience wants to relocate. Young, have family, car. Tight production. No maintenance. Please state format in reply. Box 556F, BROADCASTING.

Attention stations within 250 mile radius of N.Y.C. Newsman-dj. 2 years experience. Tight production. Versatile. Not a floater. Call N.Y.C. BU. 4-8737 or Box 557F, BROADCASTING.

Haggard Hal Hankers. Box 559F, BROADCASTING.

Negro announcer, dj, ATS graduate. R&B, gospel, tight board. Will travel anywhere. Box 563F, BROADCASTING.

Youthful dj looking for placement in top 40 station. Presently employed at No. one station in area. Will be available June 10th. Resume, tape and picture available at request. Box 565F, BROADCASTING.

LANG-WORTH IS EXPANDING ITS FIELD SALES FORCE

Splendid opportunities are open for aggressive, high calibre and personable salesmen with radio station backgrounds such as station managers, commercial managers or salesmen with top records.

Considerable traveling will be necessary within an area near your home base. A late model automobile is a necessity.

These positions afford unusual opportunity for large financial remuneration related to performance.

Interviews will be held in the following cities: Detroit, San Francisco, Los Angeles and Atlanta.

Applicants will be given thorough indoctrination and training with pay.

Submit a resume showing employment record and personal history. Attach a recent photograph. Do not telephone. All information will be held strictly confidential. **Write Hugh Allen, VP-Sales, 151 N. Franklin Street, Hempstead, Long Island, New York.**

Situations Wanted—(Cont'd)

Announcers

8 years experience pd, play-by-play and staff, 27, family and college graduate. Finest references. 3 years with present employer. Box 567F, BROADCASTING.

Wants to step up, now, 24, single, college, 4 years experience tv and radio, mature. Radio only, Michigan, northeast, southwest. Box 570F, BROADCASTING.

Announcer, first phone seeks employment in college or university town. Some experience, southern states preferred, other considered. Contact John T. Archer, 6023 La Vista, Dallas 6, Texas. TA 6-3620.

Young dj-announcer . . . Nine months educational radio experience . . . Commercial start wanted. Midwest preferred, will consider anything. Jim Banzer, 1818 Jeanette, Wichita, Kansas.

Negro first phone announcer. Announcing school graduate. Will locate anywhere. John Burton, 3501-5th Avenue, Los Angeles, California.

Family man—would like position. Adult music. No experience, eager to learn. Eastern area. Tape, etc. on request. John Emery, 27 Leavitt Rd., Hampton, N. H. Phone WA 6-3020.

Teacher desires summer job. 1st phone AFRS experience. Good voice, pop music expert, can sell. J. Horner, 1659 W. 252 St., Harbor City, California.

Blast off with the best sound around. Bill Huntington, 9952 Schiller Blvd., Franklin Pk., Ill. GLadstone 5-7990.

Beginner wishes to learn all phases radio, desires station with good music pace. Married. Contact Don Russell, Kingston, N. H. MI 2-3743.

Mature top 40 and moderate d.j. looking for up-coming progressive and promotion minded station. I have mobile sound unit. Will relocate. Sober. Call or write Frank Sacks, 20557 Stout, Detroit 19, Michigan. KEnwood 5-6680.

Attention Texas, New Mexico, Arizona: Announcer first ticket, 8 years experience all phases and maintenance. Interested in PD. Married. Dependable. Call or write: Announcer, c/o Howard Smith, 502-53rd St., Lubbock, Texas.

Technical

Experienced chief engineer, remote control directional systems and some tv, desires permanent position in radio or tv, Box 454F, BROADCASTING.

Chief class four station desires position chief New England directional. Experienced high, low power, directionals, maintenance, administration. Box 531F, BROADCASTING.

Wanted: Position in broadcast engineering first phone. Ten years experience in broadcasting plus five years in communications. Age 36, married, one child. Prefer location in Piedmont section North Carolina. Box 535F, BROADCASTING.

RCA grad, ham, first phone, need start, radio or television, good voice, resume, write: Joseph Bonczek, 125 Nutwood Avenue, Middlesex, New Jersey.

Experience wanted! 1st phone, 28, family. Prefer Miss R. or Gulf Coast. James Kidd, Rt. 1, Galesburg, Ill.

Young, first class licensed radio-telephone operator desires position as combo-man. Larry Lewin, 915 Angela St., Key West, Florida. Tel. CYpress 6-2923.

1st phone CIE student desires postion in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Combo man, eight years experience, presently in allied field, desires affiliation in radio or tv. Southern California area only. Will give personal interviews. J. Schwartz, 5332 Veloz, Tarzana, Calif., DI 4-1276.

Situations Wanted—(Cont'd)

Production—Programming, Others

News director, 32, ten years experience. Good solid conservative news, all phases. College, married, two children. Northeast-northwest. $150 minimum. Tape-pic-resume. Details from Box 400F, BROADCASTING.

Available August 1, experienced adult radio program director. Limited management experience. Nine years radio and television. Proven leader. Box 449F, BROADCASTING.

Program director's program director! Good . . . can prove it! Box 484F, BROADCASTING.

Imaginative young family man with programming, production, promotion, and news experience desiring position in television. Five years in commercial radio. Would consider combination radio and tv. Box 503F, BROADCASTING.

News director—20 years radio including 12 television-gathering, writing, broadcasting, editorializing. Want top operation only in Washington, Philadelphia, Baltimore, southern states. Box 517F, BROADCASTING.

I'll tell you one thing, I'm the best program director you'll ever have . . . and I don't care how big your market is! I can mold and shade program sound that won't quit. I can squeeze talent and "sell" out of dee jays worth twice their salaries. And . . . can prove it! Box 528F, BROADCASTING.

Newsman, 25, married, college graduate, degree in radio and television, currently news director in one station market. Desire move to larger market as news reporter or news director. Box 529F, BROADCASTING.

Program director for medium market. Sales management, programming, announcing experience. Will create sellable programming. Management objective. Available immediately. Family. Box 532F, BROADCASTING.

If you believe the public deserves competent and courageous coverage of significant current affairs, and you want an experienced, employed 50 kw newsman with broad background to provide it, we ought to investigate one another. Box 564F, BROADCASTING.

Program director, moving up! Have ideas, know-how, six years in radio, one in tv. Best references, married, and presently employed. Box 571F, BROADCASTING.

PD-combo-1st phone-sales. California only. 3349 Alma Avenue, Lynwood, California.

TELEVISION

Help Wanted—Technical

Immediate opening for remote supervisor in south Florida. Must be completely familiar with microwave and Ampex vtr maintenance. No others need apply. 40 hour week—salary open to right man. Box 478F, BROADCASTING.

Electronic technician for North Carolina educational television. Must have FCC license. Box 515F, BROADCASTING.

TV summer studio relief 2nd class license minimum. Contact: Mr. Merritt, C. E., WICS-TV, Springfield, Ill.

Transmitter supervisor. Have immediate opening for man who has complete knowledge of RCA TT 10 AL transmitter. 40 hour week—salary open. Write, call, or wire Lew Evenden. Chief Engineer, WPTV, Palm Beach, Fla.

Production—Programming, Others

Experienced tv director wanted by station in Florida's second largest market. Must have three years board experience; ability to work well with staff. Send complete resume, recent photo, salary expected to Box 352F, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Tv newsman strong on appearance and delivery. Outstanding opportunity in medium size midwest market. Immediate opening. Send full resume, tape, picture, salary. Box 482F, BROADCASTING.

Newsman for midwest medium market radio-tv station. Send tape, resume, photo, salary and availability to Box 546F, BROADCASTING.

TELEVISION

Situations Wanted—Management

TV program manager available. Thirteen years programming, film buying, sales and live-film-video tape production. Married, degrees; top references. Box 524F, BROADCASTING.

Station sold pending FCC approval. Manager's contract concluded. Require challenging position in programming, promotion, operations or management. Eight years radio and television with excellent references. Contact Herb Buck, 1008 Chipola Road, Fort Pierce, Florida.

Sales

Sales manager—Successful seller of tv, experienced in programming, sales and sales management. Impressive references. Available in 45 days. Write Box 551F, BROADCASTING.

Announcers

Experienced! Newsman (gather, write, edit, air), sports (experience play-by-play) weather, interviews, commercials. You make it challenging, I'll make it good. Box 539F, BROADCASTING.

Capable, mature announcer. Over fifteen years broadcast experience. Quality news, persuasive commercials, pleasant dj. Seeks announcing and production at major market station, responsibly and creatively operated. Box 545F, BROADCASTING.

Seeking return to television. 3 years television, booth, on-camera, "live" sports, some directing. Presently deejay. Young, family. Deejay, 728 Minor, Kalamazoo, Michigan.

Technical

12 years am-tv experience including administration, maintenance, construction. Five years chief engineer, but will consider other technical supervisory position in permanent location. Proven ability, references. Box 450F, BROADCASTING.

1st phone CIE student desires position in midwest. Good musical background. Some board and announcing experience. John Oelke, 4529 Flad Ave., St. Louis 10, Missouri. MO 4-7090.

Production—Programming, Others

Television program director and film buyer available soon. 14 years experience, married, prefer west or southwest. Box 525F, BROADCASTING.

TV typing service. Production sets. Contracts invited. Nadine Higgs, 153 E. 29 St., New York City.

FOR SALE

Equipment

General Electric 250 watt fm transmitter, BT-1-A. Clean, good appearance, reliable. Overhauled recently, and in excellent condition. $1200.00. Box 416F, BROADCASTING.

Collins 737A 5 kw fm transmitter. Year-to-year lease. Excellent condition. Inexpensive. Fans and spare tubes included. Box 527F, BROADCASTING.

Collins 5 kw transmitter, 6 years old. Excellent condition. Write WKOZ, Kosciusko, Mississippi.

FOR SALE

Equipment—(Cont'd)

Used studio equipment including synchronizers, studio cameras, film cameras, video tape machines, mobile/portable video switches, audio and test equipment. Frequency and modulation monitors. Box 569F, BROADCASTING.

1000 watt am radio transmitter. W.E. model 443-al, freq. range 550-2750 kc. In good condition. FOB San Diego. First $1200.00 takes. Contact L. A. Bellwood, KOGO, Box 628, San Diego, California.

For sale: 200 foot Stainless tower complete with guys, base insulator, flasher, lights and lighting choke. No photocell, needs paint at pads. Ready to load on truck. $600.00. Call or write WARN, Fort Pierce, Fla. HO 4-1330.

1 kw Gates BC-1T: Transmitter. Used less than three months. Offered at discount. WCOV, Montgomery, Alabama .

For sale complete operating 1000-watt fm station as package or separate, including GE transmitter type 4BT-1A, GE modulation monitor type BM 1-A, 340 feet 7/8" coax, and Collins 3-bay fm antenna. See it until June 20 in operation. WFAH, Alliance, Ohio. $2800 FOB Alliance.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1 5/8" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1 5/8" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Four (4) AM 200 foot, fully galvanized Blaw-Knox towers. A-1 condition. Self-supporting, no-rust. F.O.B. Tallahassee, Florida. Will deliver and erect. Make offer, one or all. D & D Tower Engineers, LaFayette, Alabama. P.O. Box 648.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

RCA TG-2A studio sync generator complete in perfect condition $1500.00. W. Gill, 20 Hillcrest Avenue, Collingswood 7, N. J.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Will purchase your construction permit . . . anywhere U.S.A., confidential . . . cash . . . reply Box 318F, BROADCASTING

WANTED TO BUY

Stations—(Cont'd)

Financially responsible party interested in purchase of southern radio stations (prefer Texas). All responses positively confidential (no brokers). Box 472F, BROADCASTING.

Station owners! Two management consultants, responsible, proven ability, 20 years experience, interested in station lease purchase. Strictest confidence. Box 516F, BROADCASTING.

Have cash in bank for another radio station in Indiana, Ohio, Illinois, Michigan, or Wisconsin. Medium size market or one station market over 20,000; or two station market over 35,000 population. Realistic price. Box 523F, BROADCASTING.

Experienced group of broadcasters want small or medium Florida station or construction permit. All replies confidential. No brokers please. Radio Associates, Inc., Box 81, Brandon, Fla.

Equipment

New Eimac 4X500F tubes. Also interested in having some of these rebuilt. Box 543F, BROADCASTING.

250 watt transmitter, console, frequency, modulation monitor, 270 foot tower and associated equipment. Must be good condition priced right. Box 572F, BROADCASTING.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

Almost new Altofonic Ampex 450D or 451 background music playback machine. Must accommodate 14" reel. Phone MO 2-6481 or write Mr. Hanna, Box 231, Hutchinson, Kansas.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

FCC first class license twelve weeks. PCIT, Woodburn, Oregon, YUkon 1-1066.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes July 31 and September 8.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 21, (August 30-Closed) October 11. January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

INSTRUCTIONS

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

MISCELLANEOUS

Paying $1,000.00 yearly for 30 minutes daily! ($500.00 for 15 minutes) Gospel Radio Broadcasters, Schell City, Missouri.

Deejay comedy. Top writer's new stories, gags, routines. Free descriptive material. Vince Healy, 825J West End, New York City 25.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Comedy for radio performers! Not just lines but material tailored for deejays. "Deejay Manual," a complete gagfile sampler of "radio" comedy. $5.00—Show-Biz Comedy Service (Dept. DJ), 65 Parkway Court, Brooklyn 35, N. Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

RADIO

Help Wanted—Sales

BROADCAST EQUIPMENT MARKETING

Career opportunities are available with leading manufacturer in the following positions:

SALES ENGINEERS

The main requirement is sales ability, combined with a technical background. If you can sell broadcast equipment, there are many territories open to provide a high earning potential which includes a sales incentive program.

SERVICE MANAGER

An important position, but the candidate must have previous experience in establishing or heading up a service department in the electronics field. He must be a good administrator, and customer orientated.

MARKETING ADMINISTRATOR

High level salaried position requiring marketing and sales experience. Involves preparation of technical proposals, product planning, and coordination with field personnel.

GENERAL REQUIREMENTS

Prefer college-trained sales-minded individuals experienced in the above fields, as these positions will provide stepping stones for further advancement in growing Midwest company. Send full details first letter, to be held completely confidential, to

Box 448F, BROADCASTING

Help Wanted—(Cont'd)

Sales

REAL OPPORTUNITY

For well-qualified general manager strong in national and local sales. One of top 50 markets, mid-western major metropolitan. Good music programmed independent. Right man can make $20-25,000 first year. Send resume, references and photo to Box 558F, BROADCASTING. All replies confidential.

Announcers

PERSONALITIES

Move up to Top-Rated station in Top 20 market. We need two experienced personalities. Must have mature voices. Send picture, resume, tape to:

Box 206F, BROADCASTING

ANNOUNCERS *(5)*

NEWSMEN *(2)*

East Coast Metropolitan FM Station auditioning experienced, literate, creative announcers, and features oriented newsmen who believe glamour, excitement, and originality can pay off in FM.

P.S. for announcers, we will pay particular attention to English spoken with European or other foreign accent.

Box 526F, BROADCASTING

RADIO

Situations Wanted—Management

G.M. Available For Eastern Metro Market

I have turned this distressed station in a distressed medium market into top money maker. Now desire to move to Eastern Metro market. With complete operational freedom I can produce for you. A. A. references.

Box 452F, BROADCASTING

Production—Programming, Others

NEWS DIRECTOR

Quadrupled station's news income. Established award-winning 4 man staff in ½ million N.E., in 1 year. News ratings moved 3 to No. 1. Ex Storer, and tv. Success, from use beepers, mobiles, rewrite, and 10 years knowhow. Will consider joining staff top pro operation in major city. D. C. and north only. Management knows of ad.

Box 553F, BROADCASTING

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

RADIO STATION WANTED

Principal interested in buying station within 300 miles of Pittsburgh, Pa. State price, cash, and terms. Answers confidential. Principals only. Reply through your attorney if desired.

Box 521F, BROADCASTING

Employment Service

JOB HUNTING?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

NEWS DIRECTORS

The race to the moon, Project Mercury, Satellites, all activities at Cape Canaveral. Broaden your coverage with beeped space news reports. Special arrangements for TV. Now serving America's top radio and TV news departments. Write or call today for complete details of full time coverage of the Space Age. SPACECASTERS—Box 2, Cocoa Beach, Fla. SU 3-4885.

FOR SALE

Stations

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 491F, BROADCASTING

Ohio	single	daytimer	$120M	terms
Tenn.	single	daytimer	87M	cash
N.Y.	single	fulltime	48M	cash
Calif.	single	1 kw-D.	100M	29%
Ore.	single	daytimer	75M	terms
La.	small	daytimer	27M	6dn
Ida.	medium	low freq	75M	29%
Fla.	regional	power	90M	30dn
South	major	fulltime	290M	65dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

FOR SALE

Stations—(Cont'd)

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida

W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

GUNZENDORFER

LAS VEGAS. $100,000 with *$29,000* down for adult daytimer with F.M. grant. *"A GUNZENDORFER exclusive."*

ARIZONA. $65,000 with *$10,000* down and easy payout for 500 watt daytimer. *"A GUNZENDORFER exclusive."*

CENTRAL CALIFORNIA FULLTIMER. Asking *$175,000* with 29 percent down. Attractive payout.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olmypic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

Brand new listings, first time offered: Southern TV $2,250,000—Texas profitable fulltime single $110,000—Fla. fulltime single $75,000 only 20% down—Fla. regional $165,000. Other listings: Tex. major $485,000—Tex. major $200,000—Tex. fulltime $160,000—Tex. single $60,000—Tex. single $55,000—La. major $97,500—La. fulltime single $85,000—Miss. fulltime single $45,000—Miss. day single $45,000—Va. major regional $215,000—Ga. regional $225,000—Ala. major fulltime regional $275,000—Fla. major $240,000—Fla. 5 kw. $225,000—Fla. regional $185,000—Fla. regional $175,000—Fla. regional $160,000—Fla. 5 kw. $135,000—Fla. regional $125,000—Fla. single $50,000—Fla. single $42,000—Southern major Radio-TV $4,000,000—Others! PATT McDONALD CO., Box 9266, GL. 3-8080, AUSTIN 17, TEXAS.

STATIONS FOR SALE

FLORIDA. Daytime. $25,000 full price.

NORTH CENTRAL. Top daytime. Profitable. Asking $90,000. 29% down.

CALIFORNIA. Full time. $2,000 down. Northwest. Daytime. $2,000 down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 99

Wyo., on ch. 8 to translate programs of KTWO-TV (ch. 2) Casper, Wyo.; York Sheldon Tv Assn., York-Sheldon, Ariz., on ch. 6 to translate programs of KGUN-TV (ch. 9) Tucson, Ariz.; Buffalo Tv Assn., Buffalo, S. D., on ch. 8 to translate programs of KOTA-TV (ch. 3) Rapid City, S. D.; Decker Tv Translator Assn., Decker, Mont., on ch. 4 to translate programs of KGHL-TV (ch. 8) Billings, Mont.; Bagdad Copper Corp., Bagdad, Ariz., on chs. 2, 6, 7, and 9 to translate programs of KVAR-TV (ch. 12), KOOL-TV (ch. 10), KTVK-TV (ch. 3) and KPHO-TV (ch. 5) all Phoenix, Ariz.; Cliff-Gila Tv Club, Cliff-Gila, N. M., on ch. 6 to translate programs of KGUN-TV (ch. 9) Tucson, Ariz.; Silverton Tv Assn. Inc., Silverton, Colo., on ch. 9 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo.; Stanford Tv Assn., Stanford, Mont., on chs. 7 and 11 to translate programs of KRTV (ch. 3) and KFBB-TV (ch. 5) both Great Falls, Mont.; conditions; Crawford Community Tv Assn., Crawford, Colo., on ch. 7 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo.; condition; Ashland Tv Club, Ashland and Otter Creek, Mont., on ch. 5 to translate programs of KOOK-TV (ch. 2) Billings, Mont.; condition; Jack E. Reinsch, Ketchum, Idaho, on ch. 9 to translate programs of KLIX-TV (ch. 11) Twin Falls, Idaho; Eagle Nest Tv Assn., Eagle Nest and rural area, N. M., on chs. 9, 2, and 11 to translate programs of KOAT-TV (ch. 7) KOB-TV (ch. 4), and KGGM-TV (ch. 13) all Albuquerque, N. M.; Glacier County Tv Club Inc., Cut Bank, Mont., on ch. 11 to translate programs of CJLH (ch. 7) Lethbridge, Alberta, Canada via uhf translator station K76AG Shelby, Mont.; condition.

Actions of May 19

■ Granted cps for following new vhf tv translator stations: Glacier County Tv Club Inc., Cut Bank, Mont., on ch. 13 to translate programs of KFBB-TV (ch. 5) Great Falls, Mont., via uhf translator station K72AM. Shelby, Mont.; condition; Lusk Tv Club, Lusk, Wyo., on chs. 8 and 13 to translate programs of KFBC-TV (ch. 5) Cheyenne, Wyo., and KTWO-TV (ch. 2) Casper, Wyo.; Wasatch County Commissioners, Heber, Utah, on ch. 9 to translate programs of KUTV (ch. 2) Salt Lake City, Utah; Tru-Vue Tv Assn., White Sulphur Springs, Mont., on ch. 8 to translate programs of KXLF-TV (ch. 4) Butte, Mont.; condition; North Curry Recreation Inc., Port Orford, Ore., on ch. 8 to translate programs of KVIQ-TV (ch. 6) Eureka, Calif.; condition; Hinsdale County Chamber of Commerce Inc., Lake City, Colo., on ch. 7 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo., condition; Valier Community Club, Valier, Mont., on ch. 9 to translate programs of CJLH (ch. 7) Lethbridge, Alberta, Canada, via uhf translator station K76AG Shelby, Mont.; condition.

Tv translators

ACTION BY FCC

Triangle Publications Inc., Woodlake and Lemoncove, both California—Granted cp for new uhf tv translator station on ch. 71 to translate programs of KFRE-TV (ch. 30) Fresno; engineering condition. Comr. Craven not participating. Action May 29.

NARBA notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of the North American Regional Broadcasting Agreement engineering meeting.

560 kc

New Marystown, Nfld.—1 kwD/0.5kwN, ND, unl., III. EIO 5-15-62.

CJDC Dawson Creek, B. C.—10 kw, DA-N, unl., III. EIO 5-15-62. (PO: 1350 kc, 1 kw, ND).

600 kc.

New Grand Falls, Nfld.—5 kw, DA-1, unl., III. EIO 5-15-62.

900 kc.

New Fredericton, N. B.—1 kw, DA-1, unl. II. EIO 5-15-62.

1410 kc.

New Goderich, Ontario—1 kw, DA-N, unl., III. EIO 5-15-62.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 1

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,537	55	116	819
FM	802	69	201	127
TV	486[1]	56	88	98

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 1

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by the FCC (March 31, 1961)

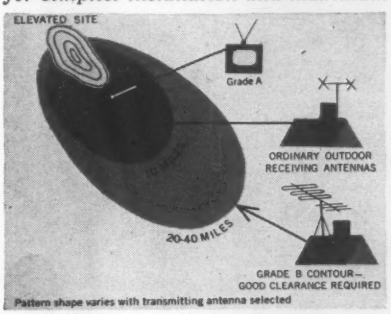
	AM	FM	TV
Licensed (all on air)	3,530	791	486[1]
Cps on air (new stations)	31	65	55
Cps not on air (new stations)	150	206	89
Total authorized stations	3,711	1,062	641
Applications for new stations (not in hearing)	560	71	25
Applications for new stations (in hearing)	196	24	54
Total applications for new stations	756	95	79
Applications for major changes (not in hearing)	510	57	35
Applications for major changes (in hearing)	208	4	16
Total applications for major changes	718	61	51
Licenses deleted	1	0	1
Cps deleted	1	3	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

NOW! *Increase TV coverage!*

The EMCEE VHF TRANSLATOR

for simplest installation and maximum performance! **FCC TYPE ACCEPTED!**



Here's the new VHF Translator with outstanding advantages for all installations. EMCEE Translators are the result of long experience in quality design and trouble-free construction by some of America's leading experts. Now fill in troublesome areas with the advanced EMCEE VHF Translator.

- **CONVERSION FLEXIBILITY**... any input channel to any non-adjacent output channel.
- **FREEDOM FROM INTERFERENCE**... no internal signals which coincide with input to any other translators.
- **EASY OPERATION UNDER FCC RULES**... simple control and identification unit minimizes maintenance and reduces cost... no operator required.
- **EASY-INSTALLATION**... available for cabinet/rack mounting or in weatherproof housing.

TRANSLATORS MAY BE RUN IN TANDEM TOO!

ELECTRONICS, MISSILES AND COMMUNICATIONS, INC.

266 E. Third Street • Mount Vernon, New York

GET FULL FACTS ON ADVANCED DESIGN AND LOW COST TODAY!

ELECTRONICS, MISSILES & COMMUNICATIONS, INC.
266 E. Third Street • Mount Vernon, New York

Gentlemen:

___Please rush free planning package including data sheet, complete installation check list, coverage calculation form.

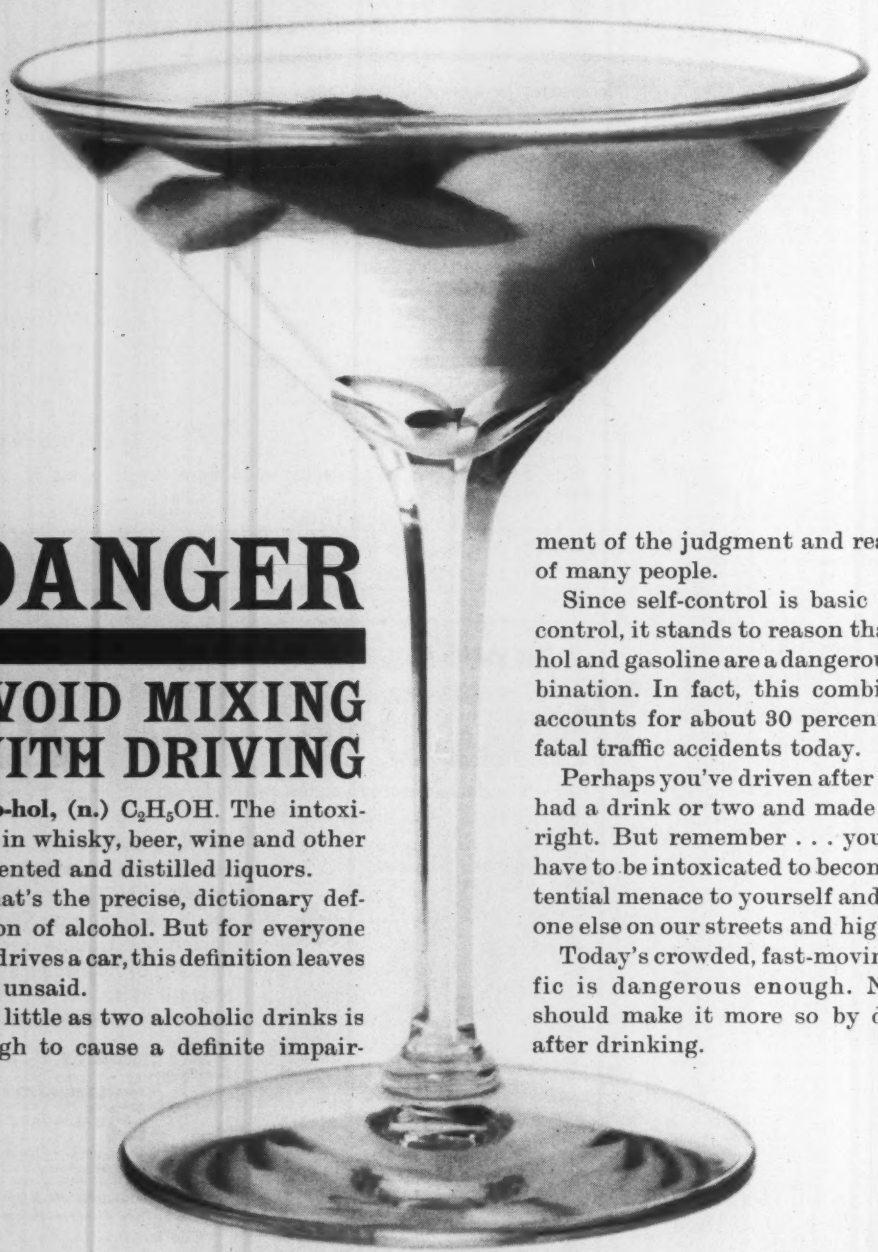
___Please send free reprint of FCC rules covering translators.

NAME_____

ADDRESS_____

CITY_____ STATE_____

NOTICE TO EDITORS—For more than 40 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors) free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



DANGER

AVOID MIXING WITH DRIVING

Al'co-hol, (n.) C_2H_5OH. The intoxicant in whisky, beer, wine and other fermented and distilled liquors.

That's the precise, dictionary definition of alcohol. But for everyone who drives a car, this definition leaves a lot unsaid.

As little as two alcoholic drinks is enough to cause a definite impairment of the judgment and reactions of many people.

Since self-control is basic to car-control, it stands to reason that alcohol and gasoline are a dangerous combination. In fact, this combination accounts for about 30 percent of all fatal traffic accidents today.

Perhaps you've driven after having had a drink or two and made out all right. But remember . . . you don't have to be intoxicated to become a potential menace to yourself and everyone else on our streets and highways.

Today's crowded, fast-moving traffic is dangerous enough. No one should make it more so by driving after drinking.

METROPOLITAN LIFE
INSURANCE COMPANY A MUTUAL COMPANY
1 MADISON AVE., N.Y.10, N.Y.

OUR RESPECTS to George Butler Storer Jr., president, Storer Broadcasting Co.

A combination businessman, engineer, sportsman

The numerous hobbies of the eldest son of George B. Storer Sr. are in danger of being hobbled. At 35, George Jr. is now president of the Storer Broadcasting Co. enterprises, a job acquired April 13 that may tie him to the rigors of nationwide travel at least half of his time.

He's versatile, this young head of the Storer corporate interests—a combination businessman, engineer, sportsman and bridge player. And he's a fast-grasper at a business conference as well as a quick-learner at outdoor hobbies, traits he will need if he is to enjoy his pet pastimes.

George Jr. has been surrounded by microphones since his toddling days and was carefully groomed for a broadcasting career. When he was two his father, now board chairman of the corporation, and his uncle, J. Harold Ryan, decided to buy a 50 w station in Toledo instead of just buying its time to promote their Speedene gasoline. Their call letters WSPD are symbolic of the gasoline's brand name. Since then he has lived an electronic life at home, school, in the service and around broadcasting plants.

Well trained in the intricacies of broadcast management and engineering, he will get a fresh look at business techniques this summer at the NAB's annual broadcast seminar at Harvard's Graduate Business School, rounding out his operating experience with thought-provoking exposure to the decision processes of corporate managers.

Floor Pacer ▪ This young executive is interesting to watch. On the nervous side, he quietly exudes energy. He's a floor pacer who talks in torrents, never missing a syllable as he moves into a tailor's squat on a hotel bed and then jumps up to gaze out the window. He's also a chin-chucker (his own) and thumb-twiddler who nails down an argument with a combination of massed details, past and present, plus persuasive eloquence.

He was educated in Colorado at Fountain Valley School and U. of Colorado, specializing in electronic engineering and business administration. He spent summer vacations from college as an apprentice engineer at Standard Tube Co., owned by George Sr., and Fort Industry Co., as the broadcasting group was known at the time. The technical side of broadcasting is still one of his hobbies. He keeps a slide rule handy and uses it a lot. His Colorado schooling was interrupted three years when he enlisted in the Navy as an electronic technician's mate.

From the Ground Up ▪ After college he went to work as an engineer in the Storer Detroit headquarters, helping in the planning of WSPD-TV Toledo, first Storer tv station. That was in early 1948. The next June he was assigned to WAGA-TV Atlanta where he unpacked crates, used a soldering iron and did all the other chores that went into the then thrilling job of creating a new tv station. After WAGA-TV went on the air he served in many roles, finally being named assistant managing director.

His entry into the executive side of broadcasting led him in 1951 to San Antonio as vice president and managing director of KEYL(TV), later sold and now bearing the call letters KENS-TV. Three years later he was transferred to the Storer home office in Miami Beach, Fla., to become vice president for planning and finance. And a year later he became southern district vice president with responsibility for all radio and tv properties in the district. In 1957 he was named tv vice president.

George Jr. has served on numerous industry committees. He was among the founders of Television Bureau of Advertising and helped establish the NAB tv code. His duties took him to Washington frequently. He has acquired a good working knowledge of the ways of government.

The Storer Empire ▪ As Storer Broadcasting Co. president he has seven radio and five major-city tv stations under his direction plus the Miami Beach Sun Publishing Co., which publishes a daily newspaper and four weeklies. Other holdings include the Storer majority interest in Standard Tube Co., steel and plastic tubing plants in Detroit and Shelby, Ohio, and a minority interest in Nemir Industries, Maryland plastics firm. For the time being, George Jr. will concentrate on the broadcast properties.

George Storer Jr.
Quietly energetic

While looking over new tv equipment in 1949 at WCAU-TV Philadelphia and the nearby RCA plant at Camden, N. J., George Jr. met Joan Stanton through a mutual friend. They were married a year later and have a son, George III. The family lives on Biscayne Bay, Miami, where sailing and water skiing are family pastimes.

About Those Hobbies ▪ George Jr. sails a Raven class boat, shoots a good round of golf (but doesn't get much fun out of it) and likes to spend the July 4 holiday taking part in a fishing tournament off Bimini. He likes Vermont and Colorado skiing, and antelope hunting and over yearend holidays he'll race his Raven in championship competition. He's so absorbed in hi-fi that he builds his own sets and obligingly repairs those of his friends.

The new Storer president has an experienced organization behind him. It includes Lee B. Wailes, executive vice president for planning and finance; Stanton P. Kettler, executive vice president for operations; Lionel F. Baxter, radio vice president; William E. Rine, administrative vice president; John E. McCoy, vice president-secretary, and regional vice presidents Bill Michaels and Terry Lee.

George Jr. is a member of Radio-Television Executives Society, Indian Creek and LaGorce Country Clubs, Orange Bowl Committee, Key Largo Anglers Club, Emerald Bay Yacht Club, Bimini Big Game Fishing Club, Miami Variety Club, Raven Class Assn. and Council of the School of Medicine, School of Miami.

Staff Specialists ▪ "Storer Broadcasting Co. is no one or two-man operation," the new president explains. "It's a fully staffed organization of specialists, each of whom knows his business and is expected to carry out his end of it."

His travels will include the five regional offices of the new national tv spot sales subsidiary, Storer Television Sales Inc., headed by a brother, Peter, —all these in addition to the five tv and seven radio stations.

All this is the world of George B. Storer Jr. Crowding the presidency and all his hobbies into a 24-hour day will present a tricky exercise in the art of day-stretching.

EDITORIALS

The quality touch

THE demand, in some quarters, for "quality" television programming has elicited from advertisers exactly the kind of reaction that would be expected by anyone who has been around broadcasting long enough to know what goes on beyond the receiving tube.

Advertisers are agreeing that an increase in "quality" programming would be nice, but they hastily are adding that surely no one expects them to buy the smaller audiences that "quality" shows attract at the same prices they pay for mass appeal programs.

Some are suggesting that television rates ought to be based precisely on delivered circulation. By their reasoning, if a show delivering 20 million homes costs $100,000, a show delivering 10 million homes is worth only $50,000. On that scale, the cost-per-thousand of each would be the same.

Newcomers may be astonished to hear that this kind of proposal is older than television itself. It was made repeatedly by radio advertisers before tv came along. It has never been adopted, simply because the relative advertising effectiveness of different programs cannot be adequately measured by the simple arithmetic of cost-per-thousand. A Hallmark-sponsored "Macbeth" costs more per thousand homes than any number of programs with lower expenses and mass appeal. By a better measurement—sales of Hallmark cards —"Macbeth" is effective advertising.

Advertisers are fully aware that cost-per-thousand is but one of many guides to the appraisal of advertising value, but the clamor for "quality" has given them another chance to push for sliding rates adjusted to a standardized cost-per-thousand. This they see as a chance to force a general decrease in their television bills.

They can hardly be blamed for trying to work a bargain. It is only to be hoped that they will not be aided in that effort by persons purporting to represent the broadcasters on whom the bargain would be unnecessarily worked.

Which is it?

THE Advertising Council, supported by advertisers, agencies and media to further the interests of government through voluntary advertising campaigns, meets in Washington today and tomorrow in annual convocation. Six members of the cabinet and six of President Kennedy's top advisors will participate in what is described as the Council's most important Washington conference to date.

As in the past, the officials will express the appreciation of government for the many successful campaigns on the air and in the print media undertaken and underwritten by the advertising fraternity. If President Kennedy were in town, he too would pay his tribute as have his predecessors during the Council's lifetime which began in World War II.

There can be no doubt that government, in both Democratic and Republican administrations, has recognized the value of advertising. Otherwise government would not seek donations of time and space to sell defense bonds, promote traffic safety, relieve unemployment and advance countless other campaigns. Billions of audience impressions have been logged through these voluntary campaigns.

Logically, then, the question arises as to why the very same government criticizes advertising in the usual marts of commerce. Why do the Treasury and the Internal Revenue Service support a ban on institutional advertising in proposing to disallow such campaigns as business expense?

It is fitting, proper and patriotic for advertising, as a profession, in cooperation with the media, to underwrite the cost of public service exploitation for the government. It also would seem fitting and proper for the government to recognize institutional advertising on the air and in print by private industry as legitimate and proper business expense. It should work both ways.

We hope the representatives of advertising in their discussions with the newly appointed high government officials this week will impress upon them the need for setting the record straight by deed as well as word.

The violent ones

TELEVISION programming is in for another jolt when the Senate Juvenile Delinquency Subcommittee resumes its hearing soon. According to present indications, the subcommittee will parade a chamber of horrors in an effort to pin responsibility for behavior of errant youth upon mass media, particularly tv.

This will be another episode in what has become a serial staged in recent months to blame television for a decline in morality, real or imagined. Committee staffers have been working for weeks gathering "material" for the reopened hearing to be conducted by Chairman Thomas Dodd (D-Conn.). At proceedings last March, the committee elicited testimony holding that crime and violence on the air and in the movies were responsible for juvenile delinquency.

While the inquiry ostensibly covers all media—press and motion pictures as well as radio and tv—the popular pastime is to concentrate criticism on television. If, as has been reported, the committee presents a "horror" film of segments of disassociated tv programs showing crime, violence and brutality spliced together, or attempts to relate crime and violence to programs shown in a given city, it would constitute rigging of the worst order. Yet it is known that its staff diligently has been working on these and other projects.

Juvenile crime is as old as civilization. The ratio of crime, responsible psychologists have found, is in direct relation to home environment and parental guidance.

Chairman Dodd has said he is more interested in persuasion than legislation. "We hope we can induce the industries to improve themselves," he remarked in recessing the initial hearing last March. "I don't like the idea of censorship—no one does."

Sen. Dodd can avoid the spectre of the censorship he abhors by seeing that both sides are told. If the committee—and the public—gets only the sordid side, exaggerated through such devices as spliced segments of extreme programming or purely circumstantial allegations relating the incidence of crime to television programming, it in fact will be lending its good offices to something worse than censorship. It will be indulging in half-truths and innuendoes.

Drawn for BROADCASTING by Sid Hix

"Drunk and disorderly and resisting arrest Sarge. And guess who? . . . That tv private eye who's always showing up us dumb cops!"

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

Working with many elements, the craftsman creates an object of beauty . . . as in this Chief's head dress. In the Industrial Piedmont, WFMY-TV has proven its ability to work with many elements to create greater sales and profits for you among 2.3 million customers who have 3.2 billion dollars to spend annually.

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*Source: Television Magazine, 1960 Data Book

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